

buyers' guide

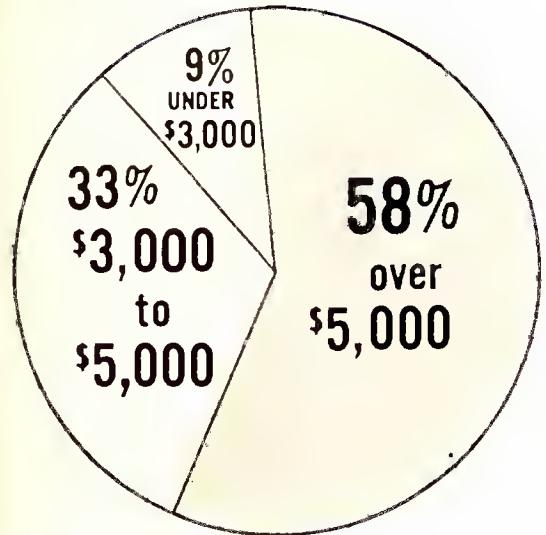
to radio and tv station programing

PUBLISHED BY SPONSOR SERVICES INC.

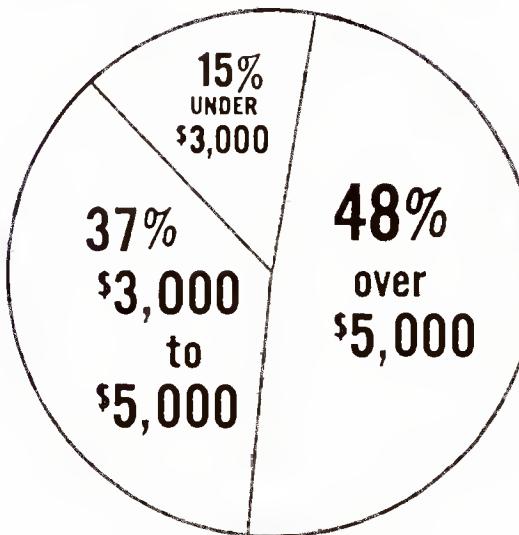
1955

PRESTIGE?

58% of W-I-T-H's audience have incomes of \$5,000 or more!



W-I-T-H's audience
by income groups



Audience of
Network Station A
by income groups

Just about everybody in the business knows that WITH has the biggest listening audience in Baltimore City and Baltimore County. They know, too, that WITH provides the lowest cost-per-thousand listeners of any station in town.

But there's a lot of talk about the quality of his audience. The A. C. Nielsen Company has recently made a survey which shows the composition of the listening audience for WITH and one other Baltimore station. The other station is a powerful network outlet.

The upper group—families with incomes of \$5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network's audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%. In the lower group—under \$3,000 a year—WITH has 9%, the network 15%.

So don't worry about "prestige" when you're buying radio time in Baltimore. WITH gives you all the "prestige" you need. Ask your Forjoe man!

—in Baltimore

WITH



TOM TINSLEY, President

REPRESENTED BY FORJOE & CO.

RADIO

1. MASTER DIRECTORY

Local Programing
Profiles of 2172 U. S.
and Canadian commercial
radio stations.

2. CATEGORY DIRECTORIES

Individual listings of
stations catering to such
special audiences as:

CONCERT
FARM
FOLK MUSIC
FOREIGN

MEXICAN
NEGRO
POP MUSIC
RELIGIOUS

TELEVISION

3. MASTER DIRECTORY

Local Programing
Profiles of 381 U. S.
and Canadian commercial
TV stations.

4. CATEGORY DIRECTORIES

Individual listings for:

FARM SERVICE
FEATURE FILM
HOMEMAKING
SPECIAL APPEALS
SPORTS COVERAGE
STUDIO FACILITIES
SLIDE SPECIFICATIONS

THE SYRACUSE INSIDE STORY*

		1953	1954	Increase
TOTAL RADIO	4:00	5.9	8.7	47.5% +
	4:30	6.3	9.8	56.6% +
LISTENING!	5:00	6.6	12.3	86.4% +
	5:30	9.8	14.9	62.2% +
(46% INCREASE	6:00	12.8	18.1	41.4% +
IN ONE YEAR!)	6:30	11.0	15.2	38.2% +
	7:00	9.7	11.1	12.7% +
	7:30 - 8:00 p.m.	7.7	11.9	54.5% +

*WINTER
1954 - 55

- POPULATION • LABOR FORCE
- AUTOMOBILES • BUSINESS FIRMS
- MONTHLY SALES COMPARISONS
- INDUSTRIAL WORK HOURS
- SALES ESTIMATES
- TELEPHONES
- HOOPER DATA
 - HOME LISTENING
 - AUTO LISTENING
 - STORE LISTENING
 - 4 YEAR TRENDS
 - 8 YEAR AUDIENCE TREND
 - T.V. OPERATING HOURS
 - 4 YEAR SETS-IN-USE
 - COMPARISON BY $\frac{1}{2}$ HOURS
 - SEPTEMBER - DECEMBER INDEX
- PROGRAM SCHEDULE
- RATE CARD
- WOLF SPONSOR BREAKDOWN
- FIELD INTENSITY MAP



Send for the
complete, detailed
Field Study



NATIONAL SALES REPRESENTATIVES — THE WALKER COMPANY



Published annually by SPONSOR SERVICES INC. President: Bernard Platt. Project Director: Karolyn L. Richman. Art Director: Donald H. Duffy

1955 BUYERS' GUIDE TO STATION PROGRAMMING

The local programing of 2172 radio stations and 381 television stations is catalogued in this second annual edition of the Buyers' Guide. This information, compiled over a period of six months from detailed questionnaires filled out by the stations, is designed to meet the immediate needs of timebuyers, account executives and ad managers. It enables the reader to tell at a glance the programing character, audience interests and the facilities of the individual stations and provides him with complete lists of stations appealing to specific groups and tastes. The book is divided into four sections as follows:

SECTION 1

RADIO MASTER DIRECTORY

All stations responding to Buyers' Guide questionnaire are shown here by states and cities giving program character of each at a glance. Weekly hours each station devotes to 10 principal program categories are shown.

STARTS PAGE 4

RADIO CATEGORY DIRECTORIES

Eight programing categories make up this section, each listing stations emphasizing specialized programing appeals such as concert, folk and popular music, religious, foreign language, Mexican-American, farm and Negro.

STARTS PAGE 65



TELEVISION MASTER DIRECTORY

The programing composition of 381 stations responding to Buyers' Guide questionnaire is shown by the number of hours devoted to each program category. Station's complete local pattern clearly emerges in this quick analysis.

STARTS PAGE 108

TV CATEGORY DIRECTORIES

Seven separate listings comprising detailed information on stations covering the farm market, other special audience groups, homemaking, sports, feature films, studio facilities and film and slide specifications.

STARTS PAGE 127

SECTION 4

APS=the best in Radio music

Only APS has everything!

1. APS is the only transcription library which has had the courage to recognize important economic and programming changes in the broadcasting industry and do something realistically constructive about it.
2. APS is the industry's only *all* high-fidelity full basic transcription library service.

3. APS is the only transcription library actively managed and operated by broadcasters.
4. APS is budget priced.
5. More . . . there's much more to the APS story. We'll be pleased to tell it to you if you will write, phone or wire—we'd be proud to have the privilege of serving you and your listeners.

APS—Associated Program Service

223 Fourth Ave., New York 3, N.Y. • ORehardon 4-7400

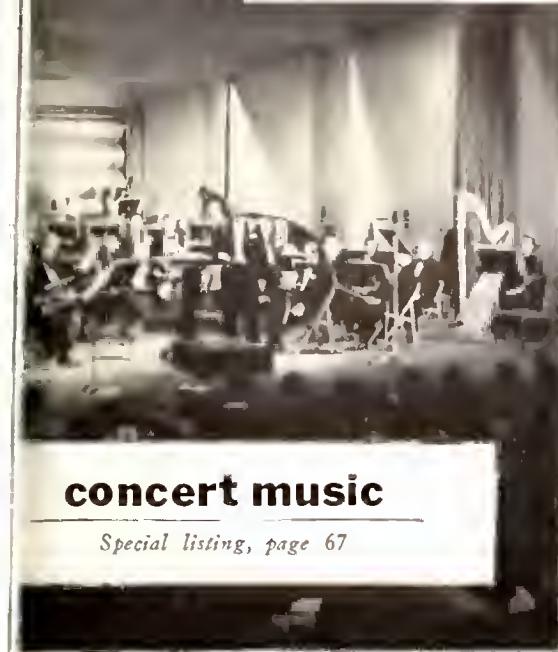
HOW TO USE 1955 BUYERS' GUIDE

- If a timebuyer were setting up a spot radio campaign in a variety of markets for a product appealing to men, and was interested in stations featuring news and sports, he could reduce the planning time of the campaign by using the radio master directory. Here all stations are listed by states and cities, giving complete programing breakdowns. After a comparison of the station programing in each market, he could build a list of stations that answer his needs. By working with this selected list, he could reduce the number of stations to be considered before comparing rates, ratings and availabilities.
- If a timebuyer were planning a spot tv campaign to launch a new beauty preparation, the special category listing for tv homemaking programing would be a good starting point. In this section, each station's homemaking is broken down according to six main appeals—kitchen, do-it-yourself, home decoration, fashion, beauty and child care. The buyer could quickly extract those stations suiting his product's needs. Then, to perfect this list according to his requirements, he could (1) check with the master tv directory for each station's complete programing picture and (2) consult the special category listing on film and slide specifications.
- If a timebuyer were interested in reaching special segments of the population—such as the farm, Negro or foreign language audience, he could consult the special category listings for radio and tv. These lists, in effect, group together stations with common programing appeals. From these directories, the buyer can make up permanent lists for himself. For example he can select from the Negro list the top programers in this field; from the tv sports list the stations featuring live play-by-play coverage of local teams and events.



RADIO MASTER

18 ITEMS OF INFORMATION ABOUT EACH LISTED RADIO STATION appear in this master directory. In a single line across the page you will quickly find the most complete data regarding a station's programing pattern ever compiled. For, in addition to the basic data of call letters, frequency, power, national network, and national representative, the number of hours each station devotes to the 10 principal program categories is highlighted. To complete the station's program picture the daily average of network hours and on-air hours past midnight are shown, and the station's special services or facilities are indicated by suitable symbols. The information was compiled from questionnaires sent to all U. S. and Canadian stations. For other directories and listings, please see information on next page. Your attention is invited to the table on page 6 which compares the programming patterns of 1955 with those of the preceding year, showing a strong continuing trend in the direction of specialized programing.



concert music

Special listing, page 67



news

See master list



foreign language

Special listing, page 83



popular music

Special listing, page 102

RECTORY PAGES 7-64



farm

Special listing, page 73



sports

See master list



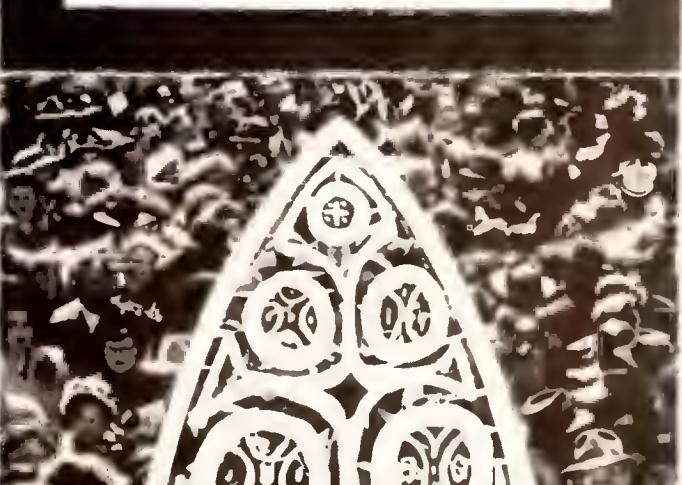
folk music

Special listing, page 80



negro

Special listing, page 91



religious

Special listing, page 105



homemaking

See master list

ANALYSIS OF LOCAL PROGRAMMING 1954-1955

(including U. S., Alaska, Guam, Hawaii, Puerto Rico and Canada)

	No. of Stations Responding 1954		% Total Respondents 1954 1955			No. of Stations Responding 1954		% Total Respondents 1954 1955	
Daytime stations—sunrise to sunset	495*	599*	33%*	29%‡	Stations scheduling homemaking programs	726	1329	46%	61%
Stations on air to midnight	752*	1118*	51%*	54%*	Stations programming to a Mexican-American Audience	109	139	7%	7%
Stations programming past midnight	264*	332*	18%*	17%‡	Stations programming to other foreign language audiences	285	369	19%	17%
Stations on air 24 hours per day	75*	106*	5%*	5%*	Stations programming to a Negro audience	374*	596*	25%*	29%*
Stations affiliated with national networks	758	1082	50%	50%	Stations offering play-by-play sports	831	1296	55%	59%
Independent stations	753	1090	50%	50%	Stations scheduling daily newscasts	1390	2134	92%	98%
Stations programming popular music	1380	2015	88%	92%	Stations subscribing to a national news service	1241	2191	82%	96%
Stations programming concert music	969	1684	61%	78%	Stations subscribing to a transcription library service	1015	1763	67%	81%
Stations programming folk music	1050	1671	66%	77%					
Stations scheduling religious programs	853	1818	54%	83%					
Stations scheduling local farm programs	997	1531	64%	70%					

* totals exclude Canadian respondents

1954: based on questionnaires from 1568 stations: 55% of U. S. stations and 35% of Canadian stations on the air as of April 1, 1954

1955: based on questionnaires from 2172 stations: 77% of U. S. stations and 66% of Canadian stations on the air as of April 1, 1955



on deck, WTCN hits 2nd!

In two years WTCN Radio's Pulse ratings have moved into the second slot in the Upper Midwest's largest and most important market! From 4th place in 1952 to 2nd place in 1954! Keep your advertising eye on "the personality impact" of the stars on "the Station of the Stars" as they make ratings climb even higher!

WTCN radio "the station of the stars"

Minneapolis • St. Paul
1280 kilocycles • 5000 watts • ABC
Represented by John Blair & Co.

radio symbols

- * am station with fm affiliate
- ‡ fm station
- D-Daytime power
- N-Night power
- local sports covered
- † Mexican-American programming included in foreign language total
- X-category claimed, but hours unspecified
- category unclaimed

SERVICES: AP—Associated Press, UP—United Press, INS—International News Service, BUP—British United Press, BN—Broadcast News, A—Associated Program Service, C—Capitol, Co—Cole, LW—Lang-Worth, McG—MacGregor, Se—Sesac, St—Standard, T—RCA Thesaurus, W—World.

ALABAMA

City	Call letters	Freq	Power	Natl network	National rep	Network	DAILY HOURS				WEEKLY HOURS						
							Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
BERTVILLE	WAVU	630	500w-D	—			21	7	13	10	9	5*	1	18	—	—	AP;W
XANDER CITY	WRFS*	1050	1kw	KBS	Dora-Clayton		56	8	20	10	8	x*		3		10	UP; T
JALUSIA	WCTA*	920	1-D,500-N	M,K		5	30	—	30	4	5		2	3		3	
JISTON	WHMA*	1450	250kw	ABC	Sears & Ayer	6	35	5	10	10	12	6*	3	3		3	UP;W,T
JURN	WSPC	1390	5-D,1-N	MBS	Walker; D-C	9	60	5	68	1	20	2*	1/2	2		5	AP;St
EMER	WAUD	1230	250w	ABC	Continental	7	—	20	9	11	10	25	5*		2	6	AP
JINGHAM	WBCO	1450	250w	—	Forjoe; D-C	—	—	—	—	49						122	
MINGHAM	WBCO	(See BESSEMER)															
	WBRC	960	5kw	CBS	Katz	9	30	3	12	2	19	2	2	2			INS;AP
	WCRT	1260	1kw-D	—	Thos. Clark	—	19	28	—	—	7						UP;St
	WEDR	1220	1kw-D	—	McGillyra	—	—	—	—	24	8	1	3			84	
	WILD	850	10kw	MBS	Forjoe	5	19	1	18	7	16	37*	2	1			UP; LW
	WILD*	1400	250w	KBS	Interstate	—	x	x	x	x	x	x	6			120	
	WLBS	900	1kw-D	—	Stars; Holman	—	6	—	24	21	3	1*	—	—			UP
WTON	WOK	690	50kw-D	—	Radio-TV Reps	—	10	—	45	12	4	—	—	3		2	UP
ATUR	WEBI	1240	250w	M,K	Dora-Clayton	8	—	5	12	—	24	3					AP
THAN	WVIF	1190	250w	—	Sears & Ayer	—	65	4	21	5	17	x	3	3		5	UP;LW
	WIOS*	800	1kw	—	McGillyra	—	41	9	12	6	7	x	—	2		3	AP;T
AULA	WAGF	1320	1kw	NBC	McGillyra	9	—	52	3	14	8	13	2	3	3		AP
	WDIG	1450	250w	ABC	Schepp-Reiner	9	9	—	—	—	3	1	—	18	—	9	UP;T
	WOOF	560	5kw-D	KBS	T. Clark; D-C	—	21	2	18	7	9	2	3	2	—	4	UP
ETTE	WULA	1240	250w	KBS	Indie Sls.	—	44	8	26	12	x	2*	—	1		7	UP
RENCE	WWWF	990	1kw-D	KBS		—	30	3	15	6	6	—	—	4			UP
EY	WJOL*	1340	250w	ABC	—	12	—	12	—	16	2	2	2	1	—	5	
	WOWL	1240	250w	KBS	Rambeau	—	51	8	21	3	28	9*	2	1	—	9	AP
TPAYNE	WHEP	1310	1kw-D	—	Indie Sales	—	24	1	27	2	7	2	1	12	1		AP;T
	WFPA	1400	250w	KBS	Continental	—	—	—	112	21	—	—	—	2			
OSDEN	WZOB	1250	1kw-D	KBS		—	23	—	19	25	7	—	3	6			UP;T
	WETO	930	1kw-D	KBS	McGillyra	—	19	—	18	34	4	—	—	—	—	9	UP
	WGAD	1350	5-D,1-N	ABC	Rambeau; D-C	x	25	11	12	x	12	22*	7	3	—	x	AP
IEVA	WJBY	1240	250w	NBC	Avery-Knodel	9	63	—	—	—	7	2	—	—			INS;W
ATERSVILLE	WGEA	1150	1kw-D	—	—	—	42	1	29	18	10	1*	3	—	1/2	AP;W	
LEYVILLE	WGSV	1270	1kw-D	KBS		—	28	10	24	10	14	1*	2	5			UP
HILTON	WJBB	1230	250w	M,K	Indie Sales	5	39	2	17	26	3	8*	—	5	—	—	
	WERII	970	5kw-D	—	Best	—	20	1/2	30	12	12	x	2	2	—	3	UP;Se

10,000 WATTS **WILD** 850 KC MBS

"First in the Heart of Dixie"

BIRMINGHAM, ALABAMA

* 1st IN COVERAGE

* 1st IN CHOICE OF ADVERTISERS

* 1st IN POPULARITY

POPULATION 1,778,130

IN
42 COUNTIES

RADIO HOMES 463,642

* *Don't take our word for it—See:*

National Representatives: Forjoe and Co., Inc. • Clarke Brown Co., Southeast • George L. Sutherland, Gen. Mgr.

A L A B A M A (continued)

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	DAILY HOURS			WEEKLY HOURS						
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
HUNTSVILLE	WBHP	1230	250w	M,K		9		10	8	6	3	2*		2		4	UP
	WFUN	1250	250w		Sears & Ayer			65	8	30	6	10	7*	1	3	6	UP
	WHBS*	1550	5-D,500-N	ABC	Gill-Perna	7		28		26		7	4*	3	5		AP
MARION	WJAM	1310	1kw-D		Continental			42	2	18	3	7	x	5	2	10	AP;C
MOBILE	WABB*	1180	5kw	ABC	Branham	6		98	5	2	3	11	x*		2		UP;W
	WKAB	810	1kw-D		Forjoe; D-C			25		42	7	4	2*	2	1	18	AP
	WKRG*	710	1-D,500-N	CBS	Young	9	24	62	4	15	5	13	3*	3	2	5	AP;L
	WMOZ	960	1kw-D	KBS	Pearson			14	6		6	x	2	3		98	
MONROEVILLE	WMFG	1220	250w-D	KBS				18		23	7	8	4*		12	8	AP;W
MONTGOMERY	WAPX	1600	1kw	ABC	Walker	10		12	6	7		8	6*				AP;St
	WBAM	740	50kw-D		Radio-Tv Reps			6		38	9	3	1	5	11	1	UP
	WCOV	1170	10kw	CBS	Raymer	11		31	2	24	4	15	2*	4	9	5	UP
	WMGY	800	1kw-D		Forjoe; D-C			8		18	6	4	2*		2	18	UP;W
	WRMA	950	1kw-D		McGillyra			30	1		30	4	3*	3	2	87	AP
	WSFA	1110	5-D,1-N	NBC	Headley-Reed	9		16	3	17	8	14	3	4	3		AP
OPELIKA	WJHO	1460	250w	M,K	Indie SIs; D-C	6	14	45	5	20	7	13	8		2	5	UP;W
PHENIX CITY	WPNX	1270	1kw-D	MBS	Forjoe			7		40	20	4		1	4	21	
RUSSELLVILLE	WWWR	920	100w-D	KBS				33		14	16	10	2	3	2	1	UP;Se
SCOTTSBORO	WCRI	1050	250w-D					29	2	22	1	9	4*	1	8	2	AP;T
SYLACAUGA	WMLS	1290	1kw-D					30	3	22		7	1		2	6	AP
TALLASSEE	WTLS	1300	1kw-D					24	6	24	7	7	2*	2	2	6	AP
TUSCALOOSA	WJRD	1150	5kw	NBC	Rambeau; D-C	9		40	9	19	8	36	8*		9		UP;W
	WNPT	1280	1kw-D		Indie Sales			20		36	15	10	2*		2		AP;LW
TUSKEGEE	WTUS	580	5kw-D	KBS				47	2	5	3	2	2*		1	36	UP

NO INFORMATION: Athens, WJMW; Atmore, WATM; Birmingham, WAFM, WAPI, WJLN, WSGN; Carrollton, WRAG; Clanton, WKLF; Culman, WFMH, WKUL; Guntersville, WMSL; Demopolis, WXAL; Enterprise, WIRB; Gadsden, WGWD; Greenville, WGYV; Homewood, WEZB; Jackson, WPBB; Jasper, WWWB; Mobile, WALA; Moulton, WML; Shoals, WLAY; Oneonta, WCRL; Piedmont, WPID; Roanoke, WELR; Selma, WGWC, WHBB; Sylacauga, WFEB; Talladega, WHTB; Troy, WTBF; Tuscaloosa, WTB

A R I Z O N A

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	DAILY HOURS			WEEKLY HOURS							
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
DOUGLAS	KAWT	1150	250w	MBS	Raymer; Blair	6		37	6	10	4	12	8*	2	1		UP;LW	
FLAGSTAFF	KCLS	600	5-D,500-N	K,M		3		25	14	25	5	11	2*	1	x	12†	UP;T	
	KGPH	690	1-D,500-N	ABC	McGillyra	10		22	9	12		16	6*		3†	7	AP;LW	
GLENDALE	KRLX	1340	250w		L. O'C; Indie	21		31		14	9	1	1*	6	1	10†	11	UP;LW
GLOBE	KWJB	1240	250w	NBC	Raymer	8		3	3	3	3	2	2	1½	1½	4†		
NOGALES	KNOG	1340	250w	CBS	Oakes	10		58	5		1	11	2*			10†		
PHOENIX	KIFN	860	1kw-D		Oakes						6	5		12		84†	UP	
	KOMI	1100	250w					78	40		6	x				INS		
	KOOL	950	5kw	CBS	AM Radio Sales	9		10	5	3		13	2	3	3		UP;St	
	KOY	550	5-D,1-N	MBS	Blair	4	24	108	8	18		9			6		UP;W	
	KPHO	910	5kw	ABC	Katz	10	1	45	3		2	30	5*	3	3		AP;A	
	KRIZ	1230	250w	KBS	Burn-Smith	24		122	2	22	3	12	7*		3†		UP	
	KTAR	620	5kw	NBC	Raymer	8		45	3	2	5	22	2*	3	2		AP;T,C	
	KCNA	580	5-D,500-N	ABC	Hollingbery	5		35	1	60	1	8	1	1			AP;LW	
TUCSON	KFT	690	250w-D		Oakes			55	9		2	17	14	3		84†	UP	
	KOPO	1140	250w	CBS	AM Radio Sales			35	9	7	2	11	3				AP	
	KTUC	1400	250w	MBS	Blair	1	1	28	28	18	4	19	10*	5	1	6†	UP;W	
	KVOA	1200	1kw	MBS	Pavmer	5		19	7	11		15	3*	3		11†	AP;C,T	
	KOLD	1940	250w	CBS	Hollingbery	10		50	5	10	3	9		3	5	3†	St	
YUMA	KYMA	1100	250w	MBS				90			6	20	x*		6†	W,Se		

NO INFORMATION: Blythe, KSUN; Chaffee, KCLE; Coolidge, KCKY; Kingman, KGAN; Mesa, KTYL; Prescott, KYCA; Safford, KGLU; Tucson, KTKT; KVOA; Winslow, KANG; Yuma, KYUM

SYMBOLS: { * am-fm station
/ fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

ARKANSAS

City	Call letters	Freq.	Power	DAILY HOURS				WEEKLY HOURS									
				Natl network	National rep	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
PHILADELPHIA	KVRC	1210	250w	M,K	Best	10	30	5	16	9	27	12*	3	4	4	AP	
ESVILLE	KBTW	1340	250w	M,K	Best	9	16	—	7	12	10	4	—	4	—	AP;W	
THEVILLE	KLCN*	910	5kw-D	—	Pearson	—	40	3	21	x	7	5	—	12	—	AP	
ADEN	KAMD	1150	250w	M,K	Gill-Perna	8	10	—	2	2	x	1*	2	1	—	AP	
ESSETT	KAGH	1340	250w	M,K	Best	10	14	4	25	3	x	—	3	7	4	AP	
ORODO	KDMIS	1290	1kw-D	KBS	Devney; D-C	—	38	3	14	7	8	x	—	2	3	UP; T	
ETTEVILLE	KGRH	1150	250w	M,K	Walker	7	40	3	—	—	9	2*	3	2	3	AP	
T SMITH	KFPW*	1230	250w	CBS	Avery-Knodel	8	25	2	5	1	40	1*	—	—	3	AP,UP	
PRISON	KWIIH	1320	5kw	—	Rambeau	—	41	8	19	12	17	4*	3	2	6	AP	
ENA	KHOZ	1240	250w	M,K	Best	5	40	9	17	10	17	2*	—	2	—	UP;T	
SPRINGS	KFFA	1360	1kw	M,K	Best	8	20	—	—	—	x	—	8	—	35	AP;W	
ESBORO	KBHS	590	1kw-D	KBS	Sears & Ayer	—	55	—	9	5	9	2	2	2	—	UP;W	
ESBORO	KWFC	1340	250w	A.M	Gill-Perna	8	—	16	7	8	5	11	4*	2	6	AP;T	
LE ROCK	KBTM*	1230	250w	M,K	Best	6	30	9	8	5	22	7*	3	8	—	AP;W	
LE ROCK	KNEA	970	1kw-D	—	Gill-Perna	—	55	7	21	5	10	x*	—	4	—	UP;T	
LE ROCK	KARK	920	5kw	NBC	Petry	9	—	12	5	12	12	14	2*	3	2	—	UP;AP;W
LE ROCK	KGHI	1250	1-D,500-N	ABC	Hollingbery	10	—	15	4	5	3	x	2	2	10	—	
LE ROCK	KLRA	1010	10-D,5-N	ABC	Raymer	6	—	51	1	16	8	20	3*	4	6	—	AP,UP,Se,St
GNOLIA	KTHS	1090	50kw	CBS	Branham	10	—	14	1	15	5	13	3	2	8	4	AP,UP;LW
GNOLIA	KVLC	1050	1kw-D	KBS	McGillvra	—	45	4	7	3	7	2	—	—	—	UP	
GNOLIA	KXLR	1150	5-D,1-N	MBS	V, R & McC	8	30	5	18	10	11	6*	—	2	25	UP;T	
GNOLIA	KVMA	630	1kw-D	M,K	Pearson	3	42	4	17	9	18	5*	—	5	9	AP	
GNOLIA	KLERN	1420	1kw-D	KBS	—	—	27	5	17	8	7	1*	2	1	3	UP;W	
GNOLIA	KVSA	1220	1kw-D	KBS	Best	—	36	4	18	5	10	x*	1	3	6	AP;C	
GNOLIA	KRILTON	800	250w-D	—	Best	—	—	19	3	21	4	3	3*	—	3	AP;St,W	
GNOLIA	KNTAIN HOME	1490	250w	—	—	7	8	8	18	4	12	3*	1	6	—	UP;T	
GNOLIA	KPORT	1280	1kw-D	—	—	—	20	—	16	10	15	2	1/4	1	5	—	
GNOLIA	KOEA	860	1kw-D	KBS	Best	—	35	1/2	18	4	10	5*	3	7	6	AP;W	
GNOLIA	KAGOULD	1490	250w	KBS	—	—	50	3	19	11	9	6*	2	3	—	AP	
GNOLIA	KE BLUFF	1400	250w	—	Best	—	70	2	22	7	10	x*	—	—	10	LW	
GNOLIA	KOTN	1490	250w	M,K	—	8	46	11	9	7	20	15*	—	6	—	12	AP;T
GNOLIA	KAHONTAS	1420	1kw-D	KBS	—	—	23	2	23	7	4	8*	6	10	—	AP;W	
GNOLIA	KIERS	1390	500w-D	—	Best	—	37	3	12	6	x	x	3	8	—	UP; T	
GNOLIA	KRCY	1300	1kw-D	KBS	Best	—	26	—	28	—	7	1/2*	—	—	—	AP	
GNOLIA	KAM SPRINGS	1290	5kw-D	M,K	—	4	13	8	5	18	13	5*	1/2	4	—	AP;T	
GNOLIA	KINGDALE	1340	250w	A,K	Pearson	6	35	6	10	15	13	8*	5	10	—	AP	
GNOLIA	KTGART	1240	250w	M,K	Best	10	—	26	3	6	13	x*	—	2	—	UP;St,W	
GNOLIA	LNUT RIDGE	1320	1kw-D	—	—	—	45	6	10	6	10	x	2	2	—	UP	
GNOLIA	KREN	860	250w-D	—	—	—	12	3	14	3	9	2	2	2	2	AP;W	

INFORMATION: Benton, KBBA; Camden, KPLN; Conway, KCON; El Dorado, KELD; Forrest City, KXJK; Fort Smith, KFSA; Hope, KXAR; Hot Springs, KBLO; Mena, KA; Russellville, KXRJ; Texarkana, KOSY.

CALIFORNIA

City	Call letters	Freq.	Power	DAILY HOURS				WEEKLY HOURS									
				Natl network	National rep	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
URAS	KCNO	570	1kw-D	—	Best	—	40	12	3	4	7	2*	2	1	—	UP;St,C,Se	
ALON	KBIG	740	10kw-D	—	Meeker	—	77	—	—	—	7	—	—	—	—	—	
ALA (ana, Mex.)	XEAC	690	5kw	—	Oakes	—	—	—	—	—	—	—	—	153†	—	—	
ERSFIELD	KAFY	550	1kw	MBS	Forjoe	13	18	2	20	2	7	—	2	1	10†	UP	
ERSFIELD	KBIS	970	1kw	—	Young	24	135	—	—	—	14	8	—	2†	17	AP;C	
ERSFIELD	KERN*	1410	1kw	CBS	Raymer	11	18	3	2	1	25	—	3	—	—	T	
ERSFIELD	KPMC	1560	1kw	ABC	Hollingbery	10	14	3	14	—	12	3	2	7†	—	UP;W	
STOW	KWTC	1230	250w	ABC	Cooke	x	38	3	10	4	17	2*	3	6†	—	AP	
KELEY	KRE	1400	250w	—	—	24	38	—	32	11	x	—	—	25†	20	AP	
TOP	KIBS	1230	250w	KBS	Bd-cst. Time Sls	—	60	5	6	10	10	3	3	1	—	UP;Se,C	
THE	KYOR	1450	250w	ABC	Pearson	—	21	13	8	7	18	—	3	6†	4	UP	
WLEY	KROP	1300	1kw	ABC	Pearson	11	30	—	9	—	24	2*	—	3	—	—	
BANK	KBLA	1490	250w	—	Webb	24	96	—	27	12	12	2	1/2	x	16†	3	UP;C
EXICO	KICO	1490	250w	—	Cooke; L.O'Connl.	—	70	—	20	—	14	3*	—	—	—	AP	
CO	KXOC	1060	10kw	MBS	Young	9	1	25	—	26	26	10*	—	5	—	UP;St	
LINGA	KBMX	1470	500w-D	KBS	Webb	—	58	5	5	3	4	x*	—	1	—	UP	

CALIFORNIA (continued)

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
CORONA	KBUC	1370	1kw					115	1	6	10	14	1	1		20†		
CRESCENT CITY	KCRE	1100	250w		Ayres			80	16	10	6	6	3	6			AP, IN, W, St	
EL CENTRO	KXO	1230	250w	MBS	Raymer		7	42	6	1	8	23	2*	2	7		UP; St	
EUREKA	KHUM	1240	250w	CBS	Pearson		8	36	4	7	3	11	6*	x	3		AP; C	
KIEM	1180	5kw		MBS	Blair		5	40	15	12	6	20	3*	2	2		UP; W	
FORT BRAGG	KBIF	(See FRENSO)																
FRESNO	KDAC	1230	250w	KBS			1/4	42	10	6	4	11	2*	1	2	3/4	AP	
	KBIF	900	1kw-D		Meeker			81			3	7					UP; A	
	KFRE	940	50kw	CBS	Avery-Knodel		10	29	6	1	4	16	3				UP	
	KGST	1600	1kw-D		Rambeau			15	1	34		x		3		37†	14	
	KMAK	1340	250w		W. S. Grant			117				10					AP	
	KMJ	580	5kw	NBC	Raymer		9	24	45	8	5	7	20	2*	2	6	1	
	KRFM‡	93.7	70kw		Avery-Knodel			49										
	KYNO	1300	1kw	MBS	Hollingbery		7	2	40	6	10	8	19	16*		6†	UP; T	
GLENDALE	KUTE‡	101.9	11kw				24	84	84								UP	
HANFORD	KNGS	620	1kw		L. O'Connell		24	21		11	7	14	2		5	15†	UP, INS	
LANCASTER	KAVL	1340	250w		Bdest Time Sls			63	17	3	6	18	6*	3	3		UP, LW	
LONG BEACH	KFOX*	1280	1kw		Burn-Smith		1	35	7	21	21		3				28	UP
LOS ANGELES	KGER	1390	5kw	KBS	Gill-Perna		24	20	7		80	5	1/2	2	3		10	AP; T
	KNOB‡	103.1	320w					21	20	1								
	KALI	(See PASADENA)																
	KBIG	(See AVALON)																
	KFAC*	1330	5kw		Bolling; GMB		24		156		2	8					AP	
	KFI	640	50kw	NBC	Christal		7	24	63	18	5	3	x	3	2	7	1	
	KFOX	(See LONG BEACH)															AP, UP	
	KFVD	1020	5kw-D		McGillvra			39	2		16	9	2	3		24†	19	
	KFWB	980	5kw		Branham		4	134			6	10	x				UP; IN	
	KGER	(See LONG BEACH)																
	KGEJ	1230	250w				24	108	4	1	9	9	4			7	18	
	KHJ	930	5kw	MBS	II-R		8	32	5			29	2	3			All	
	KLAC	570	5-D, 1-N		Young		24	124			2	14	3				UP, INS	
	KMPC	710	50-D, 10-N		AM Sales		1	106			1	11	4*		2	3†	INS, UP, LW, S	
	KNOB	(See LONG BEACH)																
	KNX*	1070	50kw	CBS	CBS Spot		12	24	17	33			13	3		2		
	KOWL	(See SANTA MONICA)															AP, UP, LW	

SYMBOLS:

† * am-fm station
‡ fm station

D—daytime power
N—night power

• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

Not just listeners - - BUYING AUDIENCE

The ONLY Los Angeles
Station programming to
BOTH Mexican-
American and Negro
audiences.



Hunter Hancock's Harlematinee topped every other program by far in a special Pulse survey of Los Angeles Negro homes.

★
KFVD
LOS ANGELES



A half-million Mexican-Americans is the buying potential for Los Angeles' best-known Latin disc jockey, Eddie Rodriguez.

*Anywhere
in rich Los Angeles County*

KALI
gives you solid selling coverage of both
major-minority
markets



5 hours weekly to the spanish-speaking families

Ten per cent of booming Los Angeles County's 5,000,000 residents are of Mexican heritage. KALI programming takes you to the heart of this profitable market, covering all the interests of the Spanish-speaking family—music, news, homemaking, special events.

19 hours weekly to the big negro family audience

You get county-wide coverage of the important, still-growing Negro community. Specialized programming, plus merchandising—to the substantial Negro family audience, the right audience for results! You make sales here that bebop can't buy.

**5000 WATTS
COVER
THE COUNTY**



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NEW YORK: NATIONAL TIME SALES

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Sego Milk
White King Detergent
Rheingold Beer
Hunt Foods
Carnation Milk
Regal Pale Beer
L.B. Hair Oil
Dad's Root Beer
Hills Bros. Coffee
Continental Bus System
Monarch Wine
Quaker Masa Harina
and many others

CALIFORNIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Homemaking	Farm	Foreign	Negro	Serv
	KPOL	1510	10kw-D		Keller			55		18		4		6		1	6	AP;A
	KRKD*	1150	5-D,1-N				24	50	5	8	12	12	3	5				INS,A W,S
	KUTE	(See GLENDALE)																
	KAOE	(See SANTA ANA)																
	KWWK	(See PASADENA)																
	KALA	(See PASADENA)																
MERCED	KYOS	1480	5kw	M,K	W. S. Grant	x		9	3	7	x	13	2		3	12†		UP
MODESTO	KBOX	970	1kw		Rambeau			43	3	50	8	6	6*			14†		AP
	KMOD	1360	1kw	ABC	Meeker	3		10	3	1	8	20	3*	5	3	4†		AP
MONTEREY	KXXL	630	1kw		Burn-Smith			70	28	21	6	3	1		7	7†		AP;T
NAPA	KVON	1410	500w		Ayres			26	4	18	12	17	x*		1		5	UP;W
NEEDLES	KSFE	1310	250w	KBS	Continental			40	12	10	3	12	2			1†		INS;T
OAKLAND	KLX*	910	5kw		Webb			75	18	5	3	5	x*	3	2	x	2	AP;T
	KROW	960	1kw		Raymer		24	143			15	3	x*			5		UP
	KWBR	1310	1kw		Forjoe		24	35	1	1	24	3	1			22†	73	UP;C
ONTARIO	KOCS	1510	250w-D					65	2		6	6	1	6		2†		UP;W
OROVILLE	KMOR	1310	250w	KBS	Ayres			75		26		18	3*	3	3			UP;T
PASADENA	KALI	1430	5kw-D													48†	21	UP
	KWWK*	1300	1kw		R. O'Connell	1	21	9		12	10	3*		1	1	87†	6	AP
	KALA	1110	10kw			24			150	14	2		1	1				AP;W
PETALUMA	KAEP	1490	250w	KBS	Bdest Time Sls			65	7	5	10	12	3*	3	3	3		UP;W
PITTSBURG	KECC	990	5kw		W. S. Grant			55	2	36	20	6	x*		2	5†	1	UP;W
POMONA	KPMO	1600	500w					94	3		2	11	x*		6†		UP	
PORTERVILLE	KTIP	1450	250w	A,K														
RED BLUFF	KBLF	1490	250w	KBS	Moore			36	8	3	1	7	3	1				UP
REDDING	KSDA	1400	250w		W. S. Grant			92	12	2	1	15	2*		1			AP;St
REDLANDS	KACV	600	1kw	CBS	Avery-Knodel	10		12	6	7	5	10	4*	3	7			UP;St
RIVERSIDE	KCAL	1410	1kw-D		Moore			82	2		3	8	4*		3	7†		ASC
SACRAMENTO	KPRO	1410	1kw		Pearson			120				10	1*			21†		BA
	KCRA*	1320	5kw	NBC	Meeker	10		35	35			20	2	3	5			UP
	KFBK	1530	50kw	ABC	Raymer	x	24	60	6	17	1	32	7*	2	6			UP;AP
	KGMIS	1380	1kw-D		W. S. Grant			48	10	10	2	7	5*			4†		AP;LW
	KROY	1240	250w	CBS	Avery-Knodel			42		3	3	16	2			6†		AP;LW
SALINAS	KSBW	1380	1kw	MBS	Forjoe	8		30		18	8	24	x*	3	2	7†		AP;LW
SAN BERNARDINO	KCSB	1350	5kw		W. S. Grant			91		9		10	9*			15†	7	UP
	KFXM	590	1kw	MBS	Blair	x		52	13	3	8	25	1	4	2			UP
	KITO	1290	5kw	ABC	Hollingbery	6		55	10	2	10	31	3	3	2	8†		UP
	KOCS	(See ONTARIO)																
	KRNO	1250	250w		Cooke: BTS			51	8	20	5	9	2		1	10†	12	AP
	KSFE	(See NEEDLES)																
SAN BRUNO	KSBR*	100.5	63kw						15	15								
SAN DIEGO	KCBQ	1170	5-D,1-N	ABC	Weed	6	1½	80				8	10	2	3			UP;Se
	KFMB	550	5kw	CBS	Petry	7	1	17	20	6	1	16	2					AP;G
	KFSD*	600	5kw	NBC	Katz	10		12	5	2		20	2	3	1			AP
	KGB	1360	1kw	MBS	H-R	9		37	6	2	1	27	5	4				UP;G
	KSDO	1130	5kw		Pearson		1	113		1	2	9	x*		12			
	KSON*	1210	250w-D		T. Moore: GMB			71	36			2				10†		AP
SAN FRANCISCO	KCBS*	710	50kw	CBS	CBS Spot	13	24	9	42			11	2	3	5			All
	KEAR	1550	10kw		GMB		1		119			x						
	KFCC	(See PITTSBURG)																
	KERC	610	5kw	MBS	H-R	10												AP,INS
	KGO*	810	50kw	ABC	Petry	x	3½	51	11	6	15	24	2	5	3			AP,INS
	KGYW	(See VALLEJO)																
	KFOK	(See SAN JOSE)																
	KFAX	(See OAKLAND)																
	KNBC*	680	50kw	NBC	NBC Spot	8	24	36	10	5		24	3*		5			All;T
	KSAN	1150	250w		Stars Natl						8	1		5		13†	115	UP
	KSBR	(See SAN BRUNO)																
	KFQO	560	5kw		Headley-Reed		2	130			5	6	2*	3	2			UP;W,St

CALIFORNIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS								
						Post-mid	Pop music	Concert	Folk	Rulig	News	Sports	Home-making	Farm	Foreign	Negro	Services
	KTIM	(See SAN RAFAEL)															
	KWBR	(See OAKLAND)															
	KXRX	(See SAN JOSE)															
	KYA	1260	5-D,1-N		G. W. Clark	3	98	20	1	16	35*	3				UP	
N JOSE	KEEN	1370	1kw		W. S. Grant		120	40	40	4	7	4*	2	2	14†	UP	
	KLOK	1170	5kw		Pearson		23	6	12	7	7		2	3	63†	4 UP	
	KSJO*	1590	1kw			2	112				7	x*			25†	UP	
	KXRX	1500	1kw		Moore; McGav'n	24	152				14					UP	
N LUIS OBISPO	KVEC	920	1kw	M,K	W. S. Grant	9	50	1	1	8	27	x*	2			AP;St	
N RAFAEL	KTIM	1510	1kw-D		La Fontessee		21	5	16	10	10	5*	3	1	5	5 UP	
N T A ANA	KVOE*	1480	1kw		Pearson		111	5		1	10	1		1	8†	UP,McG	
	KWIZ	1480	1kw				x				x	8*			7†	UP	
N T A BARBARA	KDB	1490	250w	MBS	Pearson	8	1	50	10		8	21	x*	3	3	2†	
	KIST	1310	250w	NBC	Hollingbery	8		37	14	9	2	16		7		12†	UP;T
	KTMS	1250	1kw	ABC	Raymer		33	20	1	6	3	2*	3		8†	AP	
N T A CRUZ	KSCO	1080	1-D,500-N		Bdest Time Sls		83	18	1	3	12	x*		x		AP;T,St	
N T A MARIA	KCOY	1400	250w	ABC	Raymer	6	65	8	5	3	32	2	3	2	3†	AP	
	KSM	1240	250w	KBS	Tracy Moore		80	20	1	2	11	4*	6	1½	1	UP	
N T A MONICA	KOWL	1580	10kw-D		Forjoe; D-C		x			4	2		3†		44†	29	
N T A ROSA	KSRO	1350	1kw		W. S. Grant		70	21	5	2	15	2*	5	3	1	UP	
NORA	KROG	1450	250w	KBS			60	18	16	6	6	4*	3	1		UP;Se,St	
OCKTON	KSTN	1120	1kw		Hollingbery		24	132	12	15	2	23	x*	1½	8	2 UP	
	KXOB	1280	1kw	MBS	Young; McGav	x	40		8	2	11	3	2	3	4†	2	
SANVILLE	KSUE	1240	250w		Tracy Moore		36	7	8	4	2	3*	2	2		UP;C,St	
FT	KTKR	1310	500w-D	KBS			48	8		1	3	x				UP	
JLARE	KCOK	1270	1kw	MBS	Forjoe	9	12	3	2	11	33	4*		5	11†	UP	
IRLOCK	KTUR	1390	1kw	KBS	L. O'Connell				42	42	11	2*		21	11	UP;T,Se	
IAH	KUKI	1400	250w		W. S. Grant		70	10	40	4	7	12*	3	3		AP;St	
ALLEJO	KGYW	1190	250w-D				64		5	1	10		3	2		6 UP	
	KVON	(See NAPA)															
NTURA	KUDU	1590	1kw	KBS	Walker; Oakes		70	6	19	8	11	2*	1	1	8†	AP;LW	
	KVEN	1450	250w	MBS	Webb; McGav'n	5	40	5	12	10	18	7*	12	2	16†	UP	
SALIA	KONG	1400	250w		Hollingbery		70	12	6	6	14	5		2	4†	UP;C	
ASCO	KWSO	1050	1kw-D				10	42	1	15	3	x	3	3	¼	AP*	
JBA CITY	KUBA	1600	1kw	Cont.	Ayres		42	8	12	4	24	x*	8	2	6†	AP	

INFORMATION: Apple Valley, KAVR; Bakersfield, KBAK, KERO; Banning, KPAS; Calexico, XEJ; Chico, KIISL; Delano, KCIIJ; Dinuba, KRDU; Fresno, KARM; Indale, KFMU, KIEV; Indio, KREO; Lodi, KCVR; Marysville, KMYC; Modesto, KBEE, KTRB; Monterey, KMBY; Mount Shasta, KWSD; Palm Springs, KCMJ; Palo Alto, KIBE; Pasadena, KPPC; Paso Robles, KPRL; Sacramento, KXOA; Salinas, KDON; San Fernando, KGIL; San Francisco, KDFC, KJBS, KRON; San Luis Obispo, KTY; Santa Paula, KSPA; Stockton, KDGM, KWG; Watsonville, KHUB; Yreka, KSYC.



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They multiply, add, subtract and divide; THEY THINK! THEY BUY! in their own language! Sell them with KLOK, the station that reaches them all. . . . KLOK's specialized programming guarantees your message attention-getting IMPACT!



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SAN FRANCISCO

SACRAMENTO

103 HV RT



• FRESNO

COLORADO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALAMOSA	KGIW	1150	250w	KBS				59	8	18	4	11	2*	1	1	7†		UP
AURORA	KOSI	1430	5kw-D		Forjoe			68			3	8	2					UP
BOULDER	KBOL	1190	250w		Holman			40	25	5	4	21	8*		½			UP;T,St
CANON CITY	KRLN	1400	250w-D	KBS				30	13	9	2	9	5	3	3	½†		UP;C
COLORADO SP'NGS	KVOR	1300	1kw	CBS	Hollingbery	8		30	8	18	4	22	3	2	½			UP;W
	KWBY	740	250w					84		2	7	3			2			INS
DENVER	KFEL*	950	5kw	MBS	Blair	6	24	72	1		4	3	1*		3			INS;A
	KFSC	1220	1kw-D		Oakes			2			3	1				x†		INS
	KLIR	990	1kw-D	KBS	Hol; Cont; Bid'k			6			32	7	x		1	½		INS;LW
	KLZ*	560	5kw	CBS	Katz	8						16	2*		2			All;St,C
	KWYR	1340	250w			1	98	7				21	7*					AP;W
	KOA*	850	50kw	NBC	Petty	7		10	7	5	8	33	4*	3	18			AP,INS,A
	KTEL	1280	5kw		Radio-TV Reps	2	140				3	10	7*	3			10	UP
	KVOD	630	5kw	ABC	Free & Peters	7		36	11	5	8	18	x	2	4		½	UP;A,LW
DURANGO	KIUP	930	1kw	M,K	Holman	7		40	2	6		20	3	3	15			UP;T,W,
ENGLEWOOD	KGMC	1150	1kw-D					21	6	15	3	4	x*				3	UP;St
FORT COLLINS	KCOL	1410	1kw		II-R			50	10	22	4	3	12*	2	6			AP;T
FORT MORGAN	KFTM	1260	500w-D	KBS				45	5	20	5	4	5*	2	4			UP;C,W
GLENWOOD SP'NGS	KGLN	1340	250w	MBS	Holman	7		30	7	½	3	15	5	2	8			UP
GREELEY	KFKA	1310	1kw		Holman			48	4	15	12	12	4*	1	12	1†		UP;T
	KYQ	1450	250w	KBS	McGillvra			60	6	21	6	15	15*		4	9†		
LA JUNTA	KBNZ	1400	250w	M,K		8		28	19	32	8	26	8*		6			UP;St
LAMAR	KLMR	1340	250w		Continental			10	15	15	7	6	8*	5	15			AP;W
MANITOU SP'NGS	KCMS‡	104.9	750w			2	20	72	2			2						UP
MONTE VISTA	KSLV	1240	250w	KBS				20	3	5	4	12	2*	2	7			UP;T
MONROSE	KUBC	1260	1kw	KBS				36	8	5	5	18	8*	4	6			UP;T
PUEBLO	KCSJ	590	1kw	MBS	Avery-Knodel	5		30	8	7	7	16	4*	2	4	1†		UP;T
	KGHF	1350	5-D,1-N	ABC	Gill-Perna			25	5	2	I	21	2		4	2†		UP;W,Se
SALIDA	KVRH	1340	250w	KBS	Cont; T. Clark													UP
STERLING	KGEK	1230	250w					54	16	20	3	12	4*	3	8	6†		UP;LW

NO INFORMATION Colorado Springs, KRDO; Craig, KRAL; Denver, KIMN; Grand Junction, KEXO, KFXJ; Leadville, KLVC; Longmont, KLMO; Pueblo, KDZA; Trinidad, KCRT.

CONNECTICUT

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BRIDGEPORT	WICC	600	1-D,500-N	MBS	Young	4	24	129	9	3	28	4	4	7			AP;T,A	
	WNAB	1450	250w	ABC	Burke-Stuart	6		76	9	8	5	12	3*	3		11		UP
DANBURY	WLAD	800	250w-D		Indie Sales			42	1	1	1	14	2*	5	1	2		AP
HARTFORD	WCAC	1290	500w-D		Walker			55	32		1	7	x					UP
	WDRC*	1360	5kw	CBS	Raymer	10	½	30	3	2	16					2		UP;Se
	WFMO‡	93.7	7kw		GMB	9			63			5						NYT;S
	WGTH	1110	5kw	AM	II-R	10		20	15		8	24	6	4		1		UP
	WONS	1410	5kw	MBS	II-R													UP
	WTIC*	1080	50kw	NBC	Christal	11	1	38	8	—	4	20	4*	8	9			AP,INS,LW;Se
MERIDEN	WMMW*	1470	1kw-D		Rambeau			43	3	7	1	1	2	8		1		UP
NEW BRITAIN	WHAY	910	5kw		R. O'Connell	½	51	14	19	5	9	3*	6		27		UP	
	WKNB	810	1kw-D		Bolling			45	3	6	1	7	1*	5		12		AP
NEW HAVEN	WAVZ	1260	1kw-D		Forjoe			70	3	1	2	8	x					AP
	WELI	960	1kw	ABC	II-R	7		30	2		2	10	12	8		3		UP
	WNHC*	1340	250w	NBC	Katz			33	11	1	4	12	3					AP,INS
NEW LONDON	WNLC	1190	250w	MBS				50	3	10	6	18	2	3		3		
NORWALK	WNLK	1350	500w		McGillvra			50	37	10	3	5				12	1	UP

SYMBOLS: * am-fm station
/ fm station

D—daytime power
N—night power

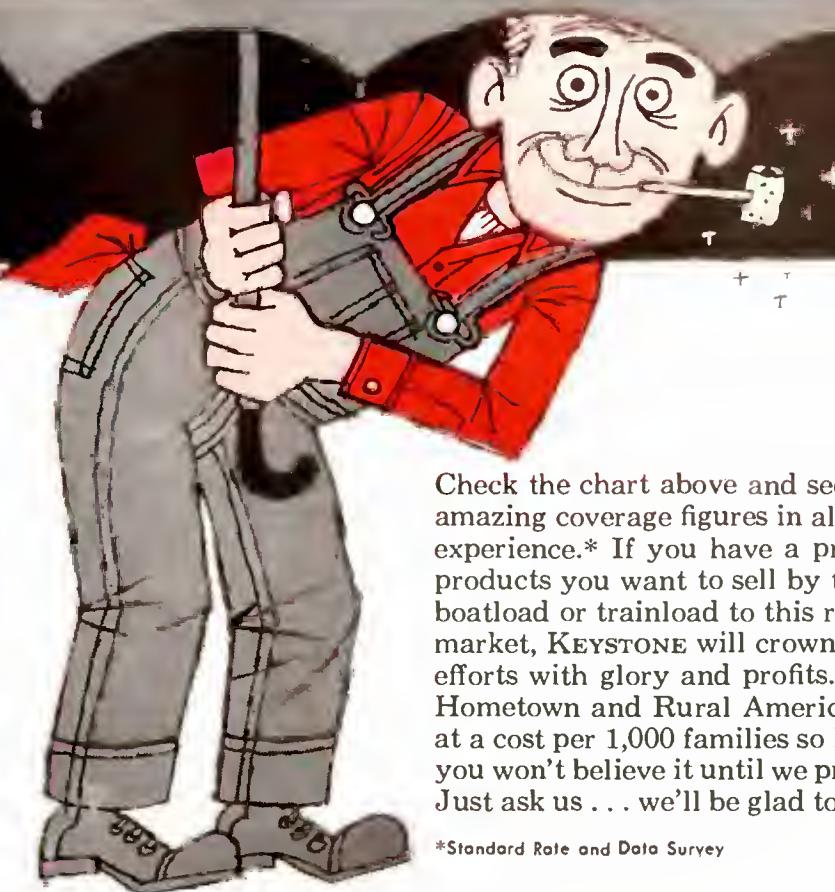
* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

CONSUMER MARKETS TABULATIONS, 1954

	U. S. TOTALS	NON-KEYSTONE COVERAGE	KEYSTONE COVERAGE	KEYSTONE % OF U. S.
FARM POPULATION	24,559,100	5,109,500	19,449,600	79.4
FARM HOUSEHOLDS	6,307,470	1,373,080	4,934,390	78.2
FARM RADIO HOMES	6,099,100	1,329,670	4,769,430	78.2
GROSS FARM INCOME (\$000)	33,133,071	8,986,733	24,146,338	72.9

this is
farm family
coverage
plus!



Check the chart above and see the most amazing coverage figures in all your media experience.* If you have a product or products you want to sell by the carload, boatload or trainload to this rich and ready market, KEYSTONE will crown your sales efforts with glory and profits. There's 800 Hometown and Rural American Stations at a cost per 1,000 families so low that you won't believe it until we prove it to you. Just ask us... we'll be glad to show you!

*Standard Rate and Data Survey

• WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ TAKE YOUR CHOICE

A handful of stations or the network... a minute or a full hour... it's up to you, your needs.

✓ MORE FOR YOUR DOLLAR

No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

✓ ONE ORDER DOES THE JOB

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.



Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

CONNECTICUT (continued)

City	Call letters	Freq.	Power	DAILY HOURS				WEEKLY HOURS										
				Natl network	National rep	Post- Network	Pop mid	music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NORWICH	WICH	1310	1kw		Webb		24	90	22	15	4	17	13*	5	3	8	—	UP;INS
PUTNAM	WPCT	1350	500w-D				37	20	4	4	9	2*	3	3	4	—	UP;W	
STAMFORD	WSTC*	1400	250w	ABC	Everett-McK	x	40	4	2	5	35	3*	3	4	2	UP;LW		
TORRINGTON	WLCR	990	1kw-D		Bogner-Martin		10	7	4	2	7	3*	10	4	7	—	UP;Se	
WATERBURY	WTOR	1490	250w	ABC	Rambeau												AP	
	WATR	1320	1kw	ABC	Burke Stuart	7	39	5	7	6	18	5*	6		6	12	UP	
	WBRY	1590	5kw	CBS	Avery-Knodel	10	45	6	4	15	2	5	1/2			AP;W		
	WWCO	1240	250w	MBS	McGillyra	6	60	4			6	2*	3	3	3	AP		

NO INFORMATION: Bristol, WBIS Middletown, WCNX.

DELAWARE

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Post- Network	mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
DOVER	WDOV	1410	1kw-D		Rambeau		24	8	9	4	12	3*	3	14			AP;W
GEORGETOWN	WJWL	900	1kw-D		Zimmer		35	3	15	8	23	10*	1/2	22			AP
MILFORD	WKS	930	500w-D				25	17	13	6	10	3	6	3			UP;LW
WILMINGTON	WAMS	1380	1kw		Zimmer	1	85	7		4	18	12*	3	2	21	AP;T,A	
	WDEL	1150	5kw	NBC	Meeker	9	1	60	10	3	5	17	3	3	3		UP;T
	WILM	1450	250w	ABC	Bolling	4	2	50	5	6	6	11	2*	2		12	UP;W
	WTUX	1290	500w-D		Indie Sales		66	1		3	4	1*					AP;T

DISTRICT OF COLUMBIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Post- Network	mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
WASHINGTON	WANN	(See ANNAPOLIS, MD.)															
	WARL	(See ARLINGTON, VA.)															
	WASH*	97.1	15kw	NBC		2		50	10	3	3	5	1	1		5	
	WEAM	(See ARLINGTON, VA.)															
	WGAY	(See SILVER SPRING, MD.)															
	WGMS*	570	1kw-D		GMB; T. Clark		4	85	2	2	9		1		1		AP;A
	WINX	(See ROCKVILLE, MD.)															
	WMAL	630	5kw	ABC	Katz	4	1	63	7		10	13	3	1			AP
	WOL*	1450	250w		Gill-Perna		98	3		3	10	2	2		6	UP	
	WOOK	1310	250w		United	2	x				16				133	UP	
	WPIK	(See ALEXANDRIA, VA.)															
	WRC*	980	5kw	NBC	NBC Spot	9	1										All;St,A
	WTOP*	1500	50kw	CBS	CBS Spot	10	24	25	31	2	3	17	2*	2	1/4		All
	WUST	(See BETHESDA, MD.)															
	WWDC*	1260	5kw	MBS	Blair	4	24	104	4		5	18	2*	2		12	AP,UP;S

NO INFORMATION: Washington, WFAN.

WGAR **WRFD** **WTTM** **WMVN**
 CLEVELAND, OHIO WORTHINGTON, OHIO TRENTON, N. J. FAIRMONT, W. VA.
 Great Radio Stations Serving & Selling Rich American Markets!
PEOPLES BROADCASTING CORPORATION

FLORIDA

City	Call letters	Freq.	Power	Nati network	National rep	Network	Post-mid	DAILY HOURS			WEEKLY HOURS							
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BELLE GLADE	WSWN	900	1kw-D	—	—	—	—	20	4	14	x	—	—	3	—	—	UP;T,W,Se	
BRADENTON	WTRL	1490	250w	KBS	Best	—	—	63	12	9	10	14	4*	3	5	—	AP;W,St	
CLEARWATER	WTAN	1340	250w	KBS	McGillvra	—	—	x	18	13	6	2	3*	5	1	1	UP;T,C	
COCOA	WKKO	860	250w-D	KBS	Best	—	—	30	4	9	9	9	2	4	2	2	3 UP;Se	
CORAL GABLES	WVCG	(See MIAMI)		—	—	—	—	—	—	—	—	—	—	—	—	—	—	
CRESTVIEW	WCNU	1010	1kw-D	KBS	—	—	—	20	4	30	10	7	x	—	2	—	AP;W,Se	
DADE CITY	WDCF	1350	1kw-D	KBS	—	—	—	27	22	16	5	2	3	3	1	5	AP;St	
DAYTONA BEACH	WNDB*	1150	1kw	MBS	Perry	2	½	65	7	—	—	20	4	—	—	—	AP	
DE LAND	WJBS	1490	250w	NBC	Cooke	6	—	15	15	1	4	21	2*	—	3	—	AP;A	
DELRAY BEACH	WDBF	1420	500w-D	—	Webb	—	—	60	17	—	8	9	2	—	—	—	UP;T,LW,C	
FT. LAUDERDALE	WFTL	1400	250w	—	—	—	—	70	2	9	4	12	6	—	—	20	AP;W	
FT. MYERS	WINK	1240	250w	C,K	Cooke	x	—	42	5	2	6	24	3*	—	2	—	AP	
FT. PIERCE	WARN	1330	1kw-D	A,K	Continental	3	—	33	2	10	2	6	½	2	—	14	AP;St	
FT. WALTON BCH.	WFTW	1260	1kw-D	—	—	—	—	59	25	¼	2	10	5*	3	—	—	AP;T	
GAINESVILLE	WDVH	980	5kw-D	—	Thos. Clark	—	—	35	4	45	7	7	2	—	1	6	UP	
—	WCCG	1230	250w	A,K	Best	9	—	36	12	8	5	15	4*	4	—	5	AP;W	
—	WRUF	850	5kw	MBS	Burn-Smith	6	—	32	16	8	8	17	2*	—	3	—	AP;LW,T	
HOLLYWOOD	WGMA	1320	500w-D	—	Best	—	—	45	—	17	2	11	6	6	½	15	AP	
—	WINZ	940	50-D,10-N	—	Raymer	3	18	1	28	—	7	x*	—	12	½	—	INS;St	
JACKSONVILLE	WJHP	1320	5kw	MBS	Beecher	5	—	23	23	22	6	9	½	2	—	—	AP;LW	
—	WMBR*	1460	5kw	CBS	CBS Spot Sales	11	—	79	—	—	4	12	2	2	1	—	—	UP;Se
—	WOBS	1360	1kw-D	—	Stars Natl	—	—	—	—	26	17	2	—	—	½	44	UP	
—	WPDQ	600	5kw	ABC	V, R, & McC	5	42	4	15	3	8	4	4	4	—	—	AP;W	
—	WRHC	1400	250w	—	—	1	27	4	33	19	—	—	—	—	—	36	—	
JACK'VILLE BCH.	WJVB	1010	1kw-D	KBS	Best	—	—	65	6	—	1	14	3	3	—	—	AP	
CISSIMMEE	WRWB	1220	250w-D	KBS	—	—	—	40	2	26	7	1	—	6	4	4	UP;St	
LAKE CITY	WDSR	1340	250w	—	—	—	—	43	15	5	7	14	2*	6	6	4	UP;TA	
LAKELAND	WLAK	1430	1kw	NBC	Pearson	7	—	40	10	6	8	6	2	—	1	—	UP;A,W,St	
LAKE WALES	WONN	1230	250w	MBS	Cooke	3	—	65	6	11	4	23	2*	x	3	AP;C		
LAKE WORTH	W1PC	1280	1kw-D	KBS	—	—	—	30	6	8	4	14	2*	5	—	—	AP;Se	
MARIANNA	WEAT	1490	250w	NBC	Walker	7	—	72	8	—	—	10	—	—	—	—	AP;C	
MIAMI	WTYS	1340	250w	M,K	Cummings	4	—	14	1	7	2	7	2	—	—	—	AP	
—	WFEC	1220	250w-D	—	Ranbeau	—	—	—	—	28	x	—	—	—	84	—	—	
—	WGBS*	710	50-D,10-N	CBS	Katz	9	—	38	—	—	—	8	3	2	2	¼	UP,INS;LW	
—	WIOD*	610	5kw	NBC	Hollingbery	8	—	36	5	2	4	17	3*	4	½	—	All; T	
—	WLRD‡	(See MIAMI BEACH)		—	—	—	—	—	—	—	—	—	—	—	—	—	—	
—	WMBM	(See MIAMI BEACH)		—	—	—	—	—	—	—	—	—	—	—	—	—	—	
—	WMIE	1140	10-D,5-N	—	Stars Natl	—	—	—	12	60	22	3	2	2	10	22	INS	
—	WQAM*	560	5-D,1-N	ABC	Blair; Cummings	7	3	8	5	—	—	25	2	3	—	—	AP,IN	
—	WVCC	1070	1kw-D	—	T. Clark; GMB	—	—	10	55	—	3	7	—	—	—	—	AP;A	
—	WWPB*	1450	250w	KBS	Walker	24	117	7	—	6	6	½	—	½	16	19	AP	
MIAMI BEACH	WAHR	1490	250w	—	Indie Sales	2	28	60	—	—	11	—	10	—	—	—	UP;St	
—	WLRD‡	93.9	13kw	—	Indie Sales	2	—	119	—	—	—	—	—	—	—	—	W,St	
MILTON	WMBM	800	1kw-D	—	Forjoe; D-C	—	—	1	1	—	27	2	1	3	—	84	UP	
NAPLES	WEBY	1330	1kw-D	—	—	—	—	36	10	15	14	6	—	¼	1	2	UP;W	
NEWSMYRNA BCH.	WSBB	1230	250w	KBS	Best	—	—	35	6	20	1	12	3	—	—	7	UP;T	
OCALA	WTMC	1290	1kw	N,K	Perry	9	—	35	3	8	5	17	2	1	6	3	UP;LW,Se	
ORLANDO	WABR	1440	1kw-D	—	Stars Natl; D-C	—	—	29	5	30	6	5	—	—	—	15	UP	
—	WDBO*	580	5kw	CBS	Blair	x	½	20	10	3	4	17	2	5	2	—	AP,UP;W,T,A	
—	WHOO*	990	10-D,5-N	ABC	Avery-Knodel	x	1	55	4	6	3	21	4*	2	1	7	AP;S‡	
—	WLOF	950	5kw	MBS	Raymer	2	1	112	—	2	3	16	4*	—	—	—	UP;LW	
—	WORZ	740	5-D,1-N	M,N	V, R & McC	x	—	30	8	15	10	9	3	2	2	12	INS;C	
—	WWPF	1260	500w	M,K	—	8	—	40	12	16	10	14	x	1	2	6	UP;LW	
—	WDLP	590	1kw	N,K	Perry	10	—	10	2	8	8	15	2*	2	1	—	UP	
—	WPCF	1400	250w	A,M,C Devney; D-C	6	—	30	4	8	10	18	6	5	—	—	3	AP;T	

SYMBOLS: { * am-fm station
† fm station

D—daytime power
N—night power

• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

FLORIDA (continued)

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS						
				Natl network	National rep	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making		Farm	Foreign	Negro	Services
													8	64	4	2	2	AP;W
PENSACOLA	WBSR	1450	250w	CBS	V.R.&McC		8	64	4	2	4	14	3*	2	2		AP;W	
	WCOA	1370	5kw	NBC	Perry		8	39	15	—	3	10	3	2	1/2	3	AP;LW	
PLANT CITY	WPLA	1570	250w-D	KBS	Best			42	8	16	7	4	7*	3	1	1	UP	
ST. AUGUSTINE	WFOY	1240	250w	C.K	W. S. Grant	10	30		2	2	26	4	2	2	2		UP;W	
	WSTN	1420	1kw-D	Indie Sales			32	28	20	6	4	2				9	AP;T	
ST. PETERSBURG	WPIN	630	1kw-D	Indie Sales			70	7				7					AP	
	WSUN	620	5kw	ABC	Weed	6	53	2	8	9	13	1					UP;W,A	
SANFORD	WTSP*	1380	5kw	MBS	H-R	1	55				19	3*					UP;St	
SARASOTA	WKXY	1510	1kw-D	KBS	Best		61	10	14	9	11	2*	2	2	2	7	UP	
	WSPB	1450	250w	KBS	Best		38	8	6		11	2*	2	2	1/4	1/2	AP;LW,W	
TALLAHASSEE	WMEN	1330	1kw-D	CBS	Pearson	9 1/2	32	17		2	17	2*	3				UP;T	
	WTAL*	1270	5kw	Dora Clayton			28		25	8	8	1		2		14	UP	
	WTNT	1450	250w	CBS	Meeker, Cum'ngs	6	16	5	4	1	8	4		4			AP	
TAMPA	WAFT	1110	1kw-D	A.K	Dora-Clayton	5	60		2		15	4*	2	1		15	UP;A	
	WBK	1590	1kw-D	Pearson		x	x	2	7	2		2					INS	
	WFLA*	970	5kw	KBS			20	1	32	5	8			1/2	13	12	UP;T	
	WIBO	1050	250w-D	NBC	Blair	9	21	7	5		18	3	3	3			10	AP
	WIOK	1150	1kw-D				17		42	5	4						90	AP
	WPIN	(See ST. PETERSBURG)		Forjoe; D-C			7			8	1		4					
	WPLA	(See PLANT CITY)																
	WTSP	(See ST. PETERSBURG)																
VERO BEACH	WNTM	1370	1kw-D	MBS	...	x	35	11	16	6	15	1*	2	2	2	3	INS;A	
W. PALM BEACH	WEAT	850	1kw	NBC	Walker	7	70	2	1	6	26	2		1/2	2		AP	
	WIRK	1290	5-D,1-N	MBS	Cooke, D-C	1	39	4	15	1/2	10	1				12	AP;A	
	WJNO	1230	250w	CBS	Meeker; Ayres	x	12	2		3	19	1		1/4		5	AP;W,LW,St	
	WWPG	1340	250w	ABC	Perry	8	30	22	4	6	20	7	3	2			UP	
WINTER HAVEN	WSIR	1190	250w	MBS	Devney	5	41	6	20	10	18	2*	3	2		5	UP	

NO INFORMATION: Bartow, WBAR; Daytona Beach, WMFJ, WRD; Fort Myers, WMYR; Jacksonville, WIVY, WJAX; Key West, WKWF; Leesburg, WLBE; Live Oak, WNER; Melbourne, WMMB; Miami Beach, WKAT; Pensacola, WEAR; Quincy, WCNH; Sebring, WJCM; Tampa, WDAE.

GEORGIA

City	Call letters	Freq	Power	DAILY HOURS								WEEKLY HOURS						
				Natl network	National rep	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making		Farm	Foreign	Negro	Services
													Network	10	35	6	5	11
ALBANY	WGPC	1150	250w	CBS	Hollingbery											2		UP;T
	WIAZ	1050	1kw-D		Forjoe												30	UP
AMERICUS	WDFC	1230	250w	M.K	Indie; D-C	5	28	9	21	2	17	x	1	2		11	AP;W	
ATHENS	WGAI*	1310	250w	C.K		10	30	8	5	10	15	2*	2				AP	
ATLANTA	WRFC	960	1kw		McGillvra	1/2	50	14	17	10	2	2*	2	2		6	UP;W	
	WAGA*	590	5kw	CBS	Katz	9 1/2	45	5	6	2	21	2	3	2			AP;T	
	WAOK	1380	5kw		Forjoe; D-C	2	x			50	31		3			140	UP	
	WBGE*	1310	250w		McGillvra		90			12	1				1	36	LW	
	WEAS	(See DECATUR)																
	WERD	860	1kw-D		Interstate											86		
	WGTS	(See DECATUR)																
	WGST*	920	5-D,1-N	ABC	Blair	x	70	4	9	7	9	2*	3				AP	
	WQXI	790	5-D,1-N	MBS	Hollingbery	4	1	1	4		11	2	5				UP	
	WSB*	750	50kw	NBC	Petry	12	24	65		10	3	1*		6			AP,UP	
	WATC*	1050	250w-D	KBS	Interstate			10	1/2	16	23	1				40	AP;LW	
	WBHQ	1310	250w	MBS	Walker	5	2	53	10		9	5	30*			9	AP	
	WBIA	1230	250w	NBC	Forjoe	9	1	31		12	3	10		3	1	6	UP;LW	
	WGAC	580	5-D,1-N	ABC	Avery Knodel	7	50	7	17	8	21	1	5	4	1	1	UP;T	
	WRDW	1180	5kw	CBS	Headley-Reed		38	5	9	4	16	2*	5	3			AP;W	
	WAGR	930	5kw D	KBS	Webb		32	2	25	15	13	x*	8	8		7	UP	
	WMOG	1190	250w	M.K	Indie; D-C	3 1/4	50	8	25	9	19	20	1	1/2		6	UP;W	
	WGRA	790	1kw-D	A.K	Indie Sales	8	7	5	10	8	5	1	1/2	1		6	UP;St	

* am-fm station
fm station

D—daytime power
N—night power

• local sports covered
† Mex, Span. included

x figure unspecified
category unclaimed



SEVEN COMPLETE BMI PROGRAM PACKAGES

• THE AMERICAN STORY



Prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject . . . the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

• STORIES FROM THE SPORTS RECORD



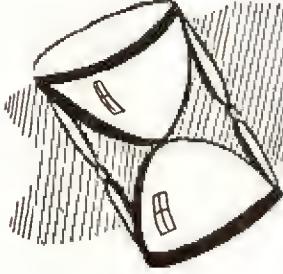
Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere. . . . A complete script package available three times weekly as a 15-minute presentation.

• THE BOOK PARADE



Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

• ACCORDING TO THE RECORD



Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show. . . . Highly commercial. . . . Available 7 times per week for 52 weeks. Now in its 10th successful year.

Broadcasters are now receiving seven important program scripts from BMI on a regular basis. These scripts are filling a vital role in the daily programming logs of stations in every section of the country.

BMI makes no charge to its licensees for this program service. Each script is designed as a practical program and its use for commercial sale is encouraged.

BMI scripts ranging from five-minute shows to full hour concert music presentations, are mailed to BMI-licensed stations on a monthly basis. They are written for commercial use and tailored to the needs of all types of radio and TV operations.

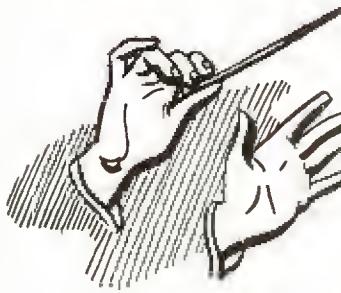
BMI scripts are perfectly suited both to the station with a small staff, limited facilities and restricted budgets, as well as to the large operation with full orchestra and complete program staff.

• MILESTONES



Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.

• YOUR CONCERT HALL



The finest in concert music presented as a series of full-hour or half-hour programs, three times weekly. Authoritative scripts which make concert music *popular* music. This series has proved that good music has a loyal and solvent audience. Continuity is held to a minimum—music at a maximum.

• MEET THE ARTIST



Three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.

Your Station Program Department should be receiving these script packages regularly. If not, please write to BMI's Station Service Department for sample scripts and complete details.

BROADCAST MUSIC, INC.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

589 FIFTH AVENUE
NEW YORK 17, N.Y.

GEORGIA (continued)

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Post- Network	mid	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro	Services
COLUMBUS	WDAK	1340	250w	NBC	Headley-Reed	7	1	21	4	25		14	1*		3/4	15	AP;W	
	WGBA	1270	1kw-D		McGillvra			60	3	17	5	8	2		1	17	AP;St	
	WPNX	(See	PHENIX CITY, ALA.)															
CORNELIA	WRBL*	1420	5kw	CBS	Hollingbery	9	1	25	7	4	3	14	1	4	1		UP	
COVINGTON	WCN	1450	250w		Indie Sales	5	..	30	10	30	25	15	1		1		AP	
DALTON	WGFS	1130	1kw-D	KBS	Dora-Clayton			32		13		7	2*		3	8	UP;T	
DECATUR	WBLL	1230	250w	M.K		7		26	5	24	9	16	2*		3		AP;T	
DOUGLAS	WFAS*	1010	10kw-D		Stars Natl.			25		23	15					25	INS	
DUBLIN	WGLS	970	1kw-D	KBS	Rambeau			30	3	10	12	14	8*		3		UP;St	
EAST POINT	WDMG	860	1kw-D	KBS	Dora-Clayton			30	1/2	11	6	6	2*		3	4	UP	
FITZGERALD	WMIL	1340	250w	M.K		4		38	4	20	18	16	2	2	2	6	AP;W	
FORT VALLEY	WTJII	1260	5kw-D	KBS					40	15								
GAINESVILLE	WBIB	1240	250w	M.K		6		35		32	10	7	4*	1	3	6	AP;W,LW	
GRiffin	WFPM	1150	1kw	KBS				20	1	22	6	21	2*		3		UP	
JESUP	WDUN	1240	250w	ABC	Indie Sales	3		45	3	36	6	19	2*	3	4	6	AP	
LA GRANGE	WGGA	550	5kw	M.K		1		33	3	24	12	13	2*	2	2	1/4	INS	
MACON	WHEE	1320	1kw-D	M.K				25		26	12	9	2	2	5	11	UP;W	
	WKEU	1450	250w	M.K														
MILLEDGEVILLE	WBGR	1370	1kw-D	KBS	Dora-Clayton			14		22	16		x				UP;C	
NEWNAN	WLAG*	1240	250w	M.K	Indie Sales	6		20	6	13	1	27	3*	2	1	7	UP;W	
MONROE	WTRP	620	500w-D		McGillvra			24	9	20	12	10	2	3	8	6	AP	
MOULTRIE	WBML	1210	250w	NBC	Headley-Reed	4	1/2	25		20	3	9	1	8	1/2	10	AP;W	
ROME	WIBB	1280	1kw-D		Walker; D-C			x		24	6					30		
SAVANNAH	WNEX	1400	250w	A.M	Branham	6	1	100	2	..	10	20	3*	1	1/2		AP;T	
	WMVG	1450	250w	M.K	Griffith	8		30	9	5		4					LW	
SUMMERTIME	WCOII*	1400	250w	MBS	Hunter	9		35	8	16	3	20	2*		3	2	AP;T	
THOMASVILLE	WMRE	1490	250w	KBS				53	10	30	9	3	2*	3	3		AP	
THOMSON	WMGA	1400	250w	A.K	Everett-McK	8		39	6	17	17	11	2*	1/2	5		UP	
TIFFON	WLAQ	1410	1kw	ABC		6		30	10	7	15	13	5*			9	AP;Se	
TOCCOA	WRGA*	1470	5kw	M.K	Walker, D-C	5		37	3	19	20	19	x*	3	6		UP;LW	
VALDOSTA	WRDM	710	1kw-D		Weed			30	14	33	6	2	x*	2	2		UP	
WAYCROSS	WCCP	1450	250w	MBS	Walker	6		45		3	10	12	1*		2	12	UP	
WEST POINT	WFDP	1230	250w	ABC	Everett-McK	8		53	12	14	3	12	4	1/2			AP	
WINDER	WJIV	900	1kw-D		Stars Nail					13	11	4		1/2		25	AP	
	WSAV*	630	5kw	NBC	Blair	8		32	11	10	4	23	2*	2	3	3	AP;T	
	WTOC	1290	5kw	CBS	Katz	9		20	10	12	5	24	1	2	1		UP;C	
	WGTA	950	1kw-D		Siors Natl			35	1	25	22	12	2	6	1		UP;C	
	WKTG	730	1kw-D		Thos. Clark			27	4	19	11	6		3	3		AP;T	
	WPAX	1240	250w					51	4	17	12	9	2*		1/2	7	UP	
	WTWA	1210	250w	M.K	Southern	7		36		18	6	6	3*		5		UP;W	
	WWGS	1310	250w	MBS	Thos. Clark	9		30	10			12	3*			5	UP;W	
	WLET*	1420	5kw-D	M.K	Thos. Clark	4		24	10	18	12	22	x	1/2	2		1/2	UP
	WGAF	910	5kw	ABC	Pearson	6		48	1/2	6	3	13	2*	2	3	3	AP;T	
	WACL	570	1kw		Indie Sales			40		60	11	7	2*		2		14	AP
	WAYX	1230	250w	M.K	Holman	6		18	6	20	6	12	1*	2	2	7	UP;W	
	WRLD*	1490	250w	A.K	McGillvra	x		30		15	11	12	1*		1/4		AP;T	
	WTMO	1300	1kw-D	KBS				20	1	40	5	10	4*		3	6	UP	

NO INFORMATION: Albany, WALB; Brunswick, WG1G; Calhoun, WCGA; Camilla, WCLB; Carrollton, WLBB; Cartersville, WBHF; Cedartown, WGAA; Cordele, WMJM; Dalton, WRCD; Dawson, WDWD; Elberton, WSGC; Hartwell, WKLY; Hawkinsville, WCEH; Lafayette, WLFA; Macon, WMAZ; Savannah, WDAR; Statesboro, WWNS; Swainsboro, WJAT; Thomaston, WSFT; Valdosta, WGOV; Vidalia, WVOP; Waynesboro, WBRO.

SYMBOLS: * am-fm station
† fm station

D—daytime power
N—night power

• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

WGAR
CLEVELAND, OHIO

WRFD
WORTHINGTON, OHIO

WTTM
TRENTON, N. J.

WMMN
FAIRMONT, W. VA.

Great Radio Stations Serving & Selling Rich American Markets!
PEOPLES BROADCASTING CORPORATION

IDAHO

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	WEEKLY HOURS							
										Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
BLACKFOOT	KBLI	1490	250w	—	—	—	—	70	11	12	2	16	4*	3	3	AP	
BOISE	KBOI	950	5kw	CBS	Free & Peters	10	—	35	7	9	3	16	x*	1	3	1/2	UP;W
	KGEM	1110	10kw	A.K	Webb	x	24	60	12	39	6	10	x	3			UP
	KIDO	630	5kw	NBC	Blair	7	—	48	16	8	6	11	x*		3		UP;T
COLDWELL	KCID	1490	250w		Oakes		—	60	3	22	3	12	5*	I	10		AP;C
AHO FALLS	KIFI	1400	250w	A,M	Avery-Knodel K		—	57	2	2	4	19	3*	I	2	1/4	AP;St
WISTON	KLER	740	250w-D		McGillvra		—	50		14		7	x		2		AP
	KRLC	1350	1kw	MBS	Weed	9	—	27	3	15	8	23	3*		5		UP;T
CSCOW	KRPL	1400	250w	KBS	Biddick		—	50	26	10		15	8*	5	9		AP
CATELLO	KSEI*	930	5kw	NBC	Weed	9	—	35		9		20	2*		9		UP;T,LW, St
	KWIK	1240	250w	C,M	Avery-Knodel	12	—	32	4	4		20	x*				C;W
ESTON	KPST	1340	250w	KBS			—	25	12	15	3	2	4*	2	3		UP;A
XBURG	KRXK*	1230	250w	KBS			—	58	4	10		10	9*	1	4		AP;T
ND POINT	KSPT	1400	250w	KBS	Continental		—	35	9	6	2	14	2*	2	3		UP;St
WIN FALLS	KEEP	1450	250w	CBS	Gill-P; McGav	9	—	12	5	5	2	21	3*	2	3		UP;T,W
	KLIX	1310	1kw	A,M	Avery-Knodel K	6	1	72		15		25	15*		2		AP;A,C, McG
	KTFI*	1270	5-D,1-N	NBC	Weed	8	—	42	2	4	5	23		I	4		1P:LW
ESPER	KWEI	1240	250w				—	60	16	17	4	11	5*		4		1P;C

INFORMATION: Burley, KBAR; Coeur D'Alene, KVNI; Idaho Falls, KID; Nampa, KFXD; Wallace, KWAL.

ILLINOIS

DAILY HOURS

WEEKLY HOURS

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	Pop music	Concert	WEEKLY HOURS								
										Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
TON	WOKZ	1570	1kw-D	KBS			—	65		6	4	11	3*	2	2	—	UP	
LEVILLE	WIBV	1260	1kw-D		Indie Sales		—	40		13	8	5	2		2	1	AP	
DOMINGTON	WJBC	1230	250w	ABC	Rambeau		—	22	15	12	9	x	12*	6	4		UP;T,W	
IRO	WKRO	1490	250w	MBS	Pearson	7	—	34	1	5	6	19	7*	2	2	1	AP;T,Se	
NTON	WBYS	1560	250w-D	KBS			—	47	11	9	6	10	10*	3	3		AP;T,W,Se	
RMI	WROY*	1460	1kw-D	KBS	Sears & Ayer		—	24	2	9	4	15	3*	1/2	4		UP;LW,Se	
NTALIA	WCNT*	1210	1kw-D	KBS			—	40		24		21	3*		28		UP;T,St	
AMPAIGN	WDWS*	1400	250w	CBS	Meeker	9	—	32	1	6	5	16	4*	3	4		UP,W	
ARLESTON	WEIC	1270	1kw-D	KBS			—	50	3	22	2	8	2		2		INS;LW	
ICAGO	WAAF	950	1kw-D		Young		—	66		1	2	2	5		1/2	15	UP	
	WBBM*	780	50kw	CBS	CBS Spot Sls.	9	24	11	36	3	1	24	6		3		AP,UP, INS;A	
	WCFL	1000	50kw		B. Stuart; L.O'C	—	24										AP,UP;St	
	WEAW (See EVANSTON)						—	24	36	24	1/2	5			16			
	WEDC	1240	250w				—	24										
	WFMT‡	98.7	28kw				—	1		70	2							
	WGES	1390	5kw		McGillvra		1/2	51	5	7	11	8		5		32	58	UP;A
	WGN	720	50kw	MBS	Hollingbery	3	1	73	4		4	20	2*	2	5	7	All;Se	
	WIND	560	5kw		AM Sales		—	24	142			21	4*				AP,UP	
	WLS	890	50kw	ABC	Blair	4	—			16		19	4	3	43		AP,UP	
	WMAQ*	670	50kw	NBC	NBC Spot Sls.	9	1	30	12		2	5	2	7	1		All;T	
	WOPA (See OAK PARK)						—											
	WSBC	1240	250w		Stars Natl		—	8			6			3		36	20	Se
	WTAQ	1300	500w		Gill-Perna		—	2	86	7	38	2	3	4*		6		
	WWCA (See GARY, IND.)						—											
NTON	WHOW	1520	1kw-D		Holman		—	5		64	15	5	18		3		AP;Se	
NVILLE	WDAN	1490	250w	CBS	Everett-McK	7	—	18				9	2*	2	1		AP;T	
ATUR	WDZ	1050	1kw-D		Free & Peters		—	26	6	6	7	2	1*	6	4		UP;T	
KALB	WSOY*	1340	250w	CBS	Weed	7	—	x	x	x	4	15	2*	2	2		AP;W,St	
QUOIN	WLBK	1360	500w-D				—	33	3	5	4	9	1/2	2	8		AP;C	
T ST. LOUIS	WDQN	1580	250w-D		Best		—	35	3	16	10	9	5*	2	4		UP;Se	
INGHAM	WTMV	1490	250w		Bog. & M; GMB		—	48	29	15	10	6	3		3	15	24	UP;Se
IN	WCRA	1090	250w-D	KBS			—	21		34	10	14	3*	2	15		UP	
NSTON	WRMN	1410	500w-D		McGillvra		—	60	5	6	6	10	1	3	3		UP	
	WEAW*	1330	500w-D		Bogner & Martin		—	98										
	WNMP	1590	1kw-D				—	26	80		5	x				1/2	INS;C,St	

SYMBOLS: { * am-fm station
† fm stationD—daytime power
N—night power• local sports covered
† Mex. Span. included

x figure unspecified category unclaimed

ILLINOIS (continued)

City	Call letters	Freq	Power	Natl network	National rep	Network	Post-mld	DAILY HOURS				WEEKLY HOURS						
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
FAIRFIELD	WFIW	1390	500w-D	—	Webb	—	—	38	2	7	6	13	3	1	6	—	AP;Se	
GALESBURG	WG1L	1400	250w	—	Rambeau	—	—	70	—	—	5	20	5*	—	20	1/2	AP;St	
HARRISBURG	WEBQ*	1240	250w	KBS	—	—	—	25	1	14	22	21	2*	4	10	—	UP	
HERRIN	WJPF	1340	250w	M,K	Pearson	4	—	52	8	18	5	16	7*	—	2	—	UP;W	
JACKSONVILLE	WLDS*	1180	1kw-D	—	Holman	—	—	41	2	14	9	9	1	—	5	—	AP;W	
JOLIET	WJOL	1310	250w	—	Sears & Ayer	—	—	40	19	5	6	3	14*	3	2	3	UP;T	
KANKAKEE	WKAN	1320	1kw-D	—	Sears & Ayer	—	—	67	—	8	1/2	11	6*	—	5	—	AP;St	
KEWANEE	WKEI	1450	100w	KBS	Best	—	—	75	45	13	12	15	8*	6	6	—	AP;LW	
LINCOLN	WPRC	1370	500w-D	KBS	Rambeau	—	—	25	6	4	8	13	12*	2	5	—	AP;LW	
LITCHFIELD	WSMI	1540	1kw-D	KBS	Best	—	—	—	—	—	—	x	—	3	9	—	AP	
MACOMB	WKA1	1510	250w-D	KBS	—	—	—	25	12	6	1	10	2*	1	1	—	UP;LW	
MARION	WGHI	1150	500w-D	—	—	—	—	75	—	—	6	5	2	—	1	—	AP;LW	
MATTOON	WLBI*	1170	250w-D	—	Holman	—	—	14	2	4	1	3	x	3	1	—	AP	
METROPOLIS	WMOK	920	1000w-D	KBS	Holman	—	—	30	2	23	8	7	1*	5	3	2	UP;Se	
MOLINE	WQUA	1230	250w	ABC	Hollingbery	4	—	53	7	6	8	17	6*	5	—	1	AP	
MT. CARMEL	WVMC	1360	500w-D	KBS	Best	—	—	45	—	14	6	2	—	6	b	—	UP	
MT. VERNON	WMIX*	940	1kw-D	—	Pearson	—	—	54	—	4	7	12	5*	3	12	—	AP;W	
OAK PARK	WOPA*	1490	250w	—	Interstate	—	—	10	3	—	5	x	x	—	31	23	—	
OLNEY	WVLN	740	250w-D	KBS	Holman	—	—	13	7	6	6	13	10*	2	b	—	UP;W,S	
OTTAWA	WCNY	1130	500w-D	—	—	—	—	20	14	7	3	7	15*	1	3	—	UP	
PARIS	WPRS*	1440	500w-D	KBS	—	—	—	44	6	6	3	2	5	2	5	—	AP;C,T	
PEORIA	WEEK	1350	1kw	NBC	Headley-Reed	7	52	—	—	—	—	10	3	1	1	—	AP;W	
QUINCY	WMBD*	1470	5kw	CBS	Free & Peters	9 1/2	30	1/2	2	5	23	2	4	10	—	—	AP,UP	
ROCKFORD	WPEO	1020	1kw-D	—	—	—	—	24	1/4	10	10	10	x	—	18	—	AP	
ROCK ISLAND	WGEM*	1410	1kw	ABC	Avery-Knodel	12	42	5	1	—	12	11	2	4	—	—	UP;W	
SPRINGFIELD	WTAD*	930	5kw	CBS	Weed	—	—	24	2	7	5	19	5*	3	1	—	AP,UP	
STERLING	WBEL	(See BELOIT, WISCONSIN)				—	—	—	—	—	—	—	—	—	—	—	AP;T	
STREATOR	WROK	1440	1-D,500-N	ABC	Hi-R	—	11	34	4	2	10	14	5*	—	2	2	1/4	AP;T
TAYLORVILLE	WRRR	1330	1kw-D	—	—	—	—	40	4	14	4	9	—	2	2	—	UP;W,S	
URBANA	WIBF*	1270	5kw	CBS	Avery-Knodel	—	—	20	4	6	3	20	2*	2	1	—	AP,UP;St,T,L	
WEST FRANKFORT	WFRX	1300	1kw-D	—	Indie Sales	—	—	35	5	10	x	10	3*	2	3	—	UP;T	

NO INFORMATION: Carbondale, WCII; Carthage, WCAZ; Chicago, WAIT, WCBD, WCRW, WFMF, WJJD, WMBI, WSEL; Chicago Heights, WCHI; Cicero, WHFC; Dville, WITY; Eflingham, WSEL; Elwood Park, WLEY; Freeport, WFRL; La Salle, WLPO; Pekin, WSIV; Peoria, WIRL; Waukegan, WKRS

INDIANA

City	Call letters	Freq	Power	Natl network	National rep	Network	Post-mld	DAILY HOURS				WEEKLY HOURS					
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ANDERSON	WIBI	1240	250w	A,C	Bolling	12	—	14	—	—	—	7	2*	—	—	—	AP;T,St
BEDFORD	WBIW	1340	250w	MBS	W. S. Grant	x	—	42	14	14	13	20	3*	3	4	3	INS;T
BLOOMINGTON	WTTS	1370	5-D,500-N	ABC	Meeker	5	1	26	4	12	1	14	2*	4	2	—	AP
COLUMBUS	WCXI	1010	250w-D	—	Rambeau	—	—	42	—	6	5	6	3*	5	2	1/4	AP;T
CONNERSVILLE	WCNB*	1580	250w-D	—	Gill-Perna	—	—	42	5	1	5	3	6*	6	3	—	UP;T
ELKHART	WTRG*	1340	250w	NBC	Pearson	6	—	35	1	5	—	8	3*	4	0	—	UP
EVANSVILLE	WEOV	1400	250w	CBS	Katz	8	—	33	3	4	6	15	2*	1	4	—	INS
FT. WAYNE	WGBF*	1280	5-D,1-N	NBC	Weed	8	—	30	1	7	8	12	5*	3	1	—	UP;Se
WIKY*	820	250w-D	—	Pearson	—	—	75	7	6	—	8	—	—	1/2	—	AP;T,C	
WJPS	1330	5-D,1-N	ABC	Hollingbery	6	—	43	6	4	7	11	12*	—	8	—	3	AP;W,St
WANE	1450	250w	CBS	Bolling	7	—	37	8	9	6	17	7*	3	1	—	1	AP;St
WGL	1250	1kw	ABC	Headley-Reed	6	—	35	6	3	14	11	9*	9	1/2	—	—	UP;LW
WKJG*	1380	5kw	MBS	Raymer	5	—	45	15	3	8	11	4*	—	3	—	—	AP,UP;C,W
WOWO	1190	50kw	NBC	Free & Peters	7	1	20	8	6	2	15	x*	5	21	—	—	UP;T

SYMBOLS: * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

**FIRST PULSE
ON
50 KW OPERATION
AT
WOWO
476
FIRSTS
...476 QUARTER HOURS!**

**WOWO
covers 82
industrial—
agricultural
counties...
a rich market
covered by
no other medium!**

The figures tell WOWO's story. They're in the latest Pulse, October-November, 1954. They cover twenty-six counties in prosperous Indiana, Ohio and Michigan. They show that WOWO leads in every quarter hour surveyed—from 6 AM to 11 PM on week-days and from noon to 11 PM on Sundays. Make you want to know more about WOWO? Then consider this—

The WOWO market is a well-defined, high-income, important market. Its 3,896,400 people listen more to WOWO than to any other station. They spend over \$3,952,201,000 annually. You don't want to nibble at a market like this. You want to cover it in one swoop. You want WOWO. Call Tommy Longsworth at Anthony 2136, Ft. Wayne, or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

**WOWO
FORT WAYNE**



WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, Fort Wayne; WBZ + WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia; KDKA • KDKA-TV, Pittsburgh; KEX, Portland; KPIX, San Francisco

KPIX represented by THE KATZ AGENCY, INC.;

All other WBC stations represented by FREE & PETERS, INC.

INDIANA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
GARY	WWCA	1270	1kw		Pearson		1	90	12	6		14	4*	5		2	24	AP
HAMMOND	WJOB*	1230	250w		McGillvra			28	12	56	7	20	3*		7	13	24	UP;T
INDIANAPOLIS	WFBB	1260	5kw	CBS	Katz	8		33	3	6	3	15	7*	3	1			AP;IN
	WIBC	1070	50-D,10-N	MBS	Blair	3	1/4	57	1	19	9	17	2*	4	11			AP;U;T,S
	WIRE	1130	5kw	NBC	Free & Peters	7	2	74	2		3	12	4	3				AP
	WISH	1310	5kw	ABC	Bolling	5		60	2	8	9	12	4*		2			AP;T
	WXLW	950	5kw-D		Pearson			x	x	—	2	x	x				UP	
JASPER	WITZ*	990	1kw-D					58	5	15	4	14	8*	2	11			UP;T
KOKOMO	WIOU	1350	1kw	CBS	Weed	10		28	7	2	3	16	x*	2	9			AP;W
LAFAYETTE	WASK	1450	250w	MBS	Rambeau	8	1/2	45	5	6	5	24	8*	2	4			UP
LOGANSPORT	WSAL	1230	250w	M,K		7		60		10		16	4		12			AP;St
MADISON	WORX‡	96.7	350w-D	KBS	Best			36	6	16	4	7	8*	1	2			UP;St;McG
MARION	WBAT	1400	250w	CBS	Rambeau	5		50	2	5	1	12	1*	1/4	6		1/4	AP;St
	WMRI	860	250w-D					43	6	4	7	12	8*	3	6			AP;C
	WMR1‡	106.9	34kw					50	30	6	2	5	8*	2	1			C,T
MICHIGAN CITY	WIMS*	1420	1-D,500-N		Rambeau			60	2	2	3	x	5*	3	3	2	5	UP
MUNCIE	WLBC	1310	250w	CBS	Walker; Holman	7						12	1/2*		x			AP;W
NEW ALBANY	WLRP	1570	1kw-D		Best			50	5		5	5	5*	2	3			UP
NEW CASTLE	WCTW‡	102.5	4kw		Scheerer			24				12	1/2*		26			AP;W
PERU	WARU	1600	500kw-D					20	x	x	20	8	x*	4	6			AP;T
PRINCETON	WRAY	1250	1kw-D	KBS	McGillvra			40	x	x	7	7	2*		2			AP;LV
RICHMOND	WKBY	1490	250w	ABC	Meeker	8	1/4	51	5	2	7	25	7*	4			1/2	UP;T,V
SALEM	WSLM	1220	250w-D	KBS	Best			21	2	35	10	9	3*	4	14			AP;T,V
SEYMOUR	WJCD	1390	500w-D	KBS				24	2	14	12	8	4*	2	2			AP;W,V
SHELBYVILLE	WSRK‡	101.3	5kw		Best			29	6	21	4	12	3*	4	2			UP;W,V
SOUTHBEND	WHOT	1490	250w-D	ABC	Bolling	4		55	8	4	4	7	20*	6	1			AP;A
	WJVA	1580	250w	KBS	Burn-Smith			40	6	1	7	2	2*	1	2	8	1	UP
	WSBT	960	5kw	CBS	Raymer	9		26	2	1	5	15	3*	3	2			UP,IN
TERRE HAUTE	WBOW*	1230	250w	NBC	Weed	6		35	11		5	9	8*		2		1/4	UP
	WTHI*	1480	1kw	CBS	Bolling	9		10				12	3*	3	3			UP;W,V
VINCENNES	WAOV	1150	250w	MBS	Free & Peters	8		36		6	3	8	3*		12			UP;W,V
WARSAW	WKAM	1220	250w-D	KBS	Holman			27		7	13	10	2*	1	6			AP;Co
	WRSW*	1480	500w					73	1	2	15	2*	3	5			UP;W,V;CLW	

NO INFORMATION: Anderson, WCBC; Boonville, WBNL; Frankfort, WILO; Gary, WGRY; Goshen, WKAM; La Porte, WLQI; Muncie, WMUN; Portland, WPGW; Tell WTCJ; Washington, WFML.

IOWA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service
AMES	KASI	1130	1kw-D	KBS	Best			26	4	8	3	16	18*		4	6		UP;T
BURLINGTON	KBUR	1490	250w	ABC	V,R&McC	9		35	3		3	20	4*	3	5			AP;St
CARROLL	KCIM	1380	1kw		Pearson			55	3	3	4	18	3*	2	3			AP;T
CEDAR RAPIDS	KCRG	1600	5kw	MBS	Burn-Smith	5		70	1	10	1	16	2		1	3		INS;A,B
	KPIG	1450	250w		Pearson			130			x							
	WMT	600	5kw	CBS	Katz	10	1	40	3	5	5	15	4*	1	14			All;T,A
CENTERVILLE	KCOG	1400	100w	KBS	McGillvra			58	1	16	7	18	3*		7			AP;T
CHARLES CITY	KCHA	1580	250w-D	KBS	Walker			35	3	13	4	8	7*	6	7			AP;W,V
CLINTON	KROS	1340	250w	MBS	Pearson	5		54	12	10	7	21	5*	3	5			UP;W,V
COUNCIL BLUFFS	KSWI	1560	500w-D		Hagg			70				10						UP;T
CRESTON	KSIB	1520	1kw-D	KBS	Pearson			50		2	3	11	1*		2			INS;T
DAVENPORT	KFMA	1580	250w-D	KBS	Broadcast Assos.			68	13	3	2	7	x*	12		3		UP;C,S
	KSTT	1170	1kw	MBS	Sears & Ayer	2	24	50	3	7	4	13	8*		7			UP
	WOC*	1120	5kw	NBC	Free & Peters	9		40	4		3	21	2*	3	2			UP
DECORAH	KDEC	1240	250w	KBS	Pearson													

IOWA (continued)

City	Call letters	Freq.	Power	Nati network	National rep	Network	DAILY HOURS				WEEKLY HOURS				Services		
							Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
MOINES	KCBC	1390	1kw				24	164				9					INS
	KIOA	910	10-D,5N					86	6	6	6	15	14*	3	12	—	UP;INS;W
	KRNT*	1350	5kw	CBS	Katz	8		27	5	12	1	14	4*		1	—	AP;UP;St
	KSO*	1460	5kw	ABC	Avery-Knodel	6		53	11	5	6	18	9*	4	4	—	AP,INS;C
	KWDM	1150	1kw	MBS		4		21	4	25	30	16	8*	3	6	14	8
UQUE	WIIQ*	1010	50kw	NBC	Free & Peters	x	24	50	7	9	7	15	4*	5	8	—	All;T,Se
	KDTII	1370	1kw	NBC	Pearson	7		52	1	4	3	18	4*	2	7	—	AP
	WDBQ*	1490	250w	A,M	Meeker	8		30	4			16	4*	½	½	—	UP;T,W
FIELD	KFAD	1570	250w-D	KBS				50	6	10	7	9	2*	3	7	—	AP;T,W
DODGE	KVFD	1400	250w	MBS	Pearson	4		35	2	6	3	18	4*	3	4	—	UP,INS;T
MADISON	KXGI	1360	500w-D		Pearson			36	13	36	5	10	5*	2	3	½	UP;St
A CITY	KXIC	800	1kw-D	KBS	Pearson			36	5	10	4	6	6*	4	9	—	INS;W
MARS	KLEM	1410	1kw-D					47	2	6	6	15	4*	2	7	—	AP;T
SHALLTOWN	KFJB	1230	250w	MBS	Pearson	x	28		9	6	20	x*	4	7	—	UP;T	
ON CITY	KGLO*	1300	5kw	CBS	Weed		25	4	3	5	20	3*	1	3	—	AP,UP;W	
	KRIB	1490	250w	M,K	Pearson	7		38	7	13	4	18	9*	2	3	—	AP;T
CATINE	KSMN	1010	1kw-D					36	3	3	5	10		1	2	—	UP;A
WEIN	KWPC*	860	250w-D		Pearson			36	28	4	5	11	3*	2	3	—	UP,INS;W
	KOEL	950	500w		Pearson			34	2	30	4	16	12*	3	6	—	UP,INS;T,Se,W,Co,St
ALOOSA	KBOE	740	250w-D		Pearson	1		38		12	9	13		3	—	—	AP;St
JMWA	KBIZ	1240	250w	M,A	Webb	7		28	5	3	6	23	6*	6	—	—	AP;W
IANDOAH	KLEE	1480	500w-D	KBS	Devney			80		4	2	10	1*		—	—	UP;T
X CITY	KMA	960	5kw	ABC	Petry	3		50	1	6	11	12	x*	11	13	—	AP,UP;Se
	KCOM	620	1kw		Pearson			65				11	3*		6	—	UP
	KSCJ*	1360	5kw	ABC	Hollingbery	6		25	12	8	3	17	3	1	3	—	AP;LW,W
	KTRI	1470	5kw		V,R&McC			110				14			—	UP	
CER	KICD	1240	250w		Pearson			75	13	6	2	18	x*		11	—	AP;St,A,T
IM LAKE	KAYL*	990	250w-D					42	16	8	3	15	10*	6	10	—	AP;St,W
ERLOO	KXEL	1540	50kw	ABC	Avery-Knodel	4	3	44		29	11	12	3	¼	5	—	INS;C,Se
STER CITY	KJFJ	1570	250w-D	KBS				50	3	8		10	1		2	—	AP;T,C

INFORMATION: Atlantic, KJAN; Boone, KWBG; Cherokee, KCHE; Estherville, KLIL; Keokuk, KOKX; Shenandoah, KFNF; Waterloo, KWWL.

KANSAS

City	Call letters	Freq.	Power	Nati network	National rep	Network	DAILY HOURS				WEEKLY HOURS				Services		
							Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
KANSAS CITY	KSOK	1280	1-D,100-N	KBS			25	7	3	3	10	1*	1	5	—	—	AP;LW
WISON	KARE	1470	1kw	KBS	Sears & Ayer		85	3	3	3	21	6*		3	—	—	AP;St
EWVILLE	KGGF	690	10-D,5-N	ABC	Pearson	5	30	2	14	12	18	5*		1	—	—	AP,INS;W
Y	KXXX	790	5kw-D		H.R.		40	2	18	9	12	3	5	19	—	—	UP
CORDIA	KFRM	550	5kw-D	CBS	Free & Peters (Same as KMBC, KANSAS CITY, MO.)												AP;LW
	KNCK	1390	500w-D	KBS			49	14	2	3	10	2		2	—	—	UP
GE CITY	KGNO	1370	5-D,1-N	MBS	Hagg	10	15	9	5	8	11	7*	5	8	—	—	AP,UP;W
ORIA	KTSW	1400	250w	M,K	Gill-Perna	8	50	5	16	6	11	5*	¼	6	—	—	AP;T
COTT	KMDO	1600	500w-D	M,K		1	25	10	5	6	11	2	3	—	—	—	AP;LW
EN CITY	KGAR	1050	1kw-D		Continental		25	1	24		7	2	3	6	—	—	UP;Se
	KIUL	1240	250w	N.K		8	10	9	8	4	16	8*		2	—	—	AP;W,T
BT BEND	KVGB	1590	5kw	NBC	Pearson	9	20	8	5	8	23	10*	1	6	—	—	AP;W,T
CHINSON	KWBW	1150	250w	N.K	V,R&McC	7	18	3	13	8	18	7*	2	3	—	—	AP;W
PENDENCE	KWHK	1260	1kw		Everett-McK		50	9	5	3	10	25*	2	5	—	—	AP;T
AS CITY	KIND	1010	250w-D	M,K		4											L.W.S.
	KCKN	1310	250w		Capper		100	10		2	10		3		4	—	AP;T,St
	WDAF	610	5kw	NBC	Christal	9	31	9	3	4	15	2*	2	4			UP,AP;

OLS: { * am-fm station
{ † fm station

D—daytime power
N—night power

• local sports covered
† Mex. Span. included

* figure unspecified category unclaimed

KANSAS (continued)

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Post-mid	Pop	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service		
							music												
LAWRENCE	KLWN	1320	500w-D				12	20	2	8	8	3*	2				UP;W		
LEAVENWORTH	KCLO	1410	500w-D	KBS	Best		6	...	61		8	2		2	6		UP		
LIBERAL	KSCB	1270	1kw-D		Best		36	16	7	5	10	3*	2	3			UP;L		
MANHATTAN	KMAN	1350	500w-D	KBS			60	1	5	3	2	1*		2			AP;T		
OTTAWA	KOFO	1220	250w-D				12	2	4	7	14	2*		2			UP;W		
PARSONS	KLKC	1540	250w-D	KBS			44	5	...	3	9	4		3			AP		
PITTSBURG	KOAM	860	10-D,5-N	NBC	Pearson	9	12	4	20	6	19	2		2			AP		
	KSEK	1340	250w	KBS	Cooke	2	89	2	...	2	26	15*		2			AP		
SALINA	KSAL	1150	5kw	MBS	Pearson	5	37	8	18	2	20	4*	3	5			AP;L		
TOPEKA	KJAY	1440	5-D,1-N		McGillyra		90		6	3	20	14*					INS		
	KTOP	1490	250w	MBS			80	7	...	5	12	5*		1					
WICHITA	WREN	1250	5kw	ABC	Pearson		45	11	6	5	23	10*	2	3			UP;W		
	KAKE	1240	250w	MBS	McGillyra	1	75	2		5	13	8*					AP;W		
	KANS	1480	5-D,1-N	NBC	Raymer	10	15	14	18	4	17	2*	3	2			AP,UL		
	KFBI	1070	10kw	ABC	Avery-Knode	6	43	13	22	8	25	3*	4	3			AP,UL		
	KFII*	1330	5kw	CBS	Blair	10	30	2	7	4	17	2	1	7			AP,UL		
	KWBB	1410	1kw		Young		1	76	1	27	6	23	x*	6			AP;T		

NO INFORMATION: Chanute, KCRB; El Dorado, KBTO; Goodland, KWGB; Hays, KAYS; Junction City, KJCK; McPherson, KNEX; Newton, KJRG; Pratt, KWSK; T-WIBW

KENTUCKY

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Post-mid	Pop	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service		
							music												
ASHLAND	WCMI*	1340	250w	CBS	H-R	10	52		6	9	11	2*	4	1/2			UP;W		
	WWKO	1420	5kw-D		W. S. Grant		35		35	3	7	2*		1			AP;S		
BOWLING GREEN	WKCT	930	1-D,500-N	ABC	Pearson	6	30	4	26	7	15	1*	2	7			UP;T		
	WLBJ*	1410	5-D,1-N	M,K	Burn-Smith	5	24	2	24	5	14	3*	1	5			10		
CAMPBELLSVILLE	WTCO	1150	1kw-D	KBS			8	2	13	30	9	3	2	3			UP;W		
COLUMBIA	WA1N	1270	1kw-D	KBS	Best		18	2	24	6	6	2	3	4			UP;T		
COVINGTON	WZIP	1050	250w-D	KBS	Indie Sales		22	6	9	7	8	1*	5	3	3	14	UP		
CUMBERLAND	WCPM	1490	250w	M,K	Best	5	36	1	17	8	11	15*	1	1			UP;T		
DANVILLE	WHIR	1230	250w	M,K	Holman	6	34	10	18	3	18	12*	3	18			UP;T		
ELIZABETHTOWN	WIEL	1100	250w	KBS	Best		50	7	16	10	16	x*	1/2	2			UP;T		
FRANKFORT	WFKY	1490	250w	M,K	Burn-Smith	3	21	17	21	7	14	12*		2			3		
FULTON	WFUL*	1270	1kw-D		Best		53	1	22	8	7	1*		5			UP;T		
GLASGOW	WKVY	1490	250w	KBS			51		28	9	10	2	3	3			UP;W		
HAZARD	WKIC	1340	250w	M,K	Best	10	8		25	3	15	5*		1			UP;W		
HENDERSON	WSQN*	860	500w-D	M,K	Meeker	3	35		8	6	9	3*	2	2			UP;W		
HOPKINSVILLE	WHOP*	1230	250w	CBS	Meeker	8	x	2	6	5	19	15*	3	5			UP;T		
LEXINGTON	WLVP	630	5-D,1-N	ABC	Pearson		35	8	10	6	24	x*	3	12			1		
	WLFX	1309	1kw	KBS	Forjoe		60		30				4	6			5		
	WLK	599	1kw	MBS	Burn-Smith	9	1/2	50	4	14	1	18	10*		6		AP;T		
LOUISVILLE	WAVE	970	5kw	NBC	NBC Spot	4	13		6	2	13	1*	5	3			AP;T		
	WINN	1210	2.50w	KBS	Radio-TV Reps	1	69	6	7	7	8	21*	1				2		
	WKLO	1080	5-D,1-N	MBC	Blair	5	15	3	41	1	10						UP		
	WKYW	900	1kw		Burn-Smith		56	4	12	1	7						AP;C		
	WLOU	1350	1kw-D		Forjoe		5			11	5	2*	8				76		
MADISONVILLE	WFMW*	730	250w-D	KBS	Continental		30	1	16	5	14	3*	2	5			5		
MAYFIELD	WNGO	1320	1kw-D		Benton Paschal		20	9	28	11	7	3*	3	3			AP;T		
MAYSVILLE	WFTM	1210	250w	M,K		2	60		10	8	21	12*		9			UP;W		
MIDDLESBORO	WMIK	560	500w-D	KBS	Holman		28	3	24	17	7	3	7	4			TON		
NEWPORT	WNOP	710	1kw-D				11	16	21	11	7	2	3				NEVER		
OWENSBORO	WOMI*	1190	250w	M,K	Burn Smith		25	3	7	9	13	6*	1	3			AP;T		
	WVJS*	1120	1kw	ABC	Rambean	3	57	1	9	8	10	8*		6			UP		
PADUCAH	WKYB*	.570	1-D,500-N	NBC	Pearson	7	13	8	13	5	12	11*	3	4			AP;W		
	WPAD*	1150	250w	CBS	Meeker	8	15	8	1	7	13	15*	2	12			UP;I		

SYMBOLS: * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Spon. included

x figure unspec
category uncl

KENTUCKY (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
EVILLE	WLSI	900	1kw-D					21	2	22	5	10	2	4	2		UP;T
STONSBURG	WPRT	960	1kw-D	KBS		1		36	13	20	5	5	2	1/2	2		UP;McG
SELLVILLE	WRUS	800	1kw-D		Best			31		29	3	11	2	2	10		UP;C
HERSET	WSFG	1240	250w	MBS	Best			40		40	x	16	5*	1	2		UP;T
NCLEVE	WMTC	730	1kw-D		Continental			9		18	9		2		2		AP;W
ITESBURG	WTCW	920	1kw-D					6		50	6	7	1*		1		UP;Se
NCHESTER	WWKY	1380	1kw-D	MBS	Best	3		25	3	28	10	18	1	1/2	6	1	AP;T

INFORMATION: Campbellsville, WLCK; Corbin, WCTT; Franklin, WFKN; Harlan, WHLN; Lebanon, WLBN; Louisville, WGRC, WUAS; Mayfield, WKTM, Murray, BS; Paintsville, WSIP; Pikeville, WPKE; Princeton, WPKY.

LOUISIANA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
XANDRIA	KALB*	580	5kw	ABC	Weed	5		48	6	8	10	15	4*	2	5		UP,AP;W,McG	
	KDBS	1410	1kw-D	KBS				x				x					UP	
MON ROUGE	KSYL	970	1kw	NBC	Everett-McK	10		33	6	11	5	16	4*		2	18	AP	
	WIBR	1300	1kw		Walker			56	12	23	3	7	2		1/2	16	AP;LW,St	
	WJBO*	1150	3kw	NBC	Hollingbery	8		29	7	5	7	20	3*	6	1		AP	
	WLCS*	910	1kw	ABC	Rambeau	4		77	10	15	6	21	2*	2			AP;W,A	
RIDDER	WXOK	1260	1kw-D		Forjoe			12		24	3	4	1	6		52	UP	
AMOND	KDLA	1010	1kw-D	KBS				25	2	26	16	6	1*			6	UP;McG	
IMA	WHIL	1400	250w	KBS				23	9	25	3	7	2*		1/2	3	AP;Se,W	
AYETTE	KCIL	1190	250w	N.K	Indie Sales	13		6	2	18	1	8	6	5		8	AP;W	
E CHARLES	KLFY	1420	1kw	ABC	Rambeau	5		80		7	3	14	3*			3	UP;W	
NSFIELD	KVOL*	1330	1kw	NBC	Meeker	7		10	1	6	1	3	2*		3/4	2	1	AP;T
DEN	KAOK	1400	250w	MBS	Forjoe	6		35		40	8	x	4*		2	2	22	UP
NROE	KPLC	1470	5-D,1-N	NBC	Weed	x		30	x	x		x	x	x	x	x	AP,UP;W	
	KDBC	1360	1kw-D		Benton Paschall			42	4	60	10	1	2*	3	2	8	AP;St	
	KAPK	1240	100w					74		7	15	16	2		1	2	UP	
	KLIC	1230	250w	M,K		8	2	45	3	16	4	15	3*	2		10	AP;C	
	KMLB*	1440	5kw	ABC	Pearson			x		x	10	x	7*	5	4	2	AP;T	
ORGAN CITY	KNOE	1390	5kw	NBC	H-R	7		30	2	12	5	14	2*	1	6	6	AP;W	
FIBERIA	KMRC	1430	500-D					81	1	7	2	5	2*			14	UP	
	KANE	1240	250w	A,K		7		78	11		6	18	2*	1/2	3		AP;W	
	KAIM	1360	1kw-D					36	4	30	7	6	2	1	2	2	5	UP;C
	WBOK	800	1kw-D		Forjoe			2		21	35	3	2	6	1/2	60	UP	
	WDSU*	1280	5kw	NBC	Blair	8	1	44	9	4	5	10	1	2	1/2		AP;UP	
	WJBW	1230	250w					124			2				3			
	WMRY	600	500w-D		Gill-Perna						31	x	x*	3		86		
	WNOE	1060	50-D,5-N	MBS	H-R	5		30	15	10	2	10	2				UP;Se	
	WSMB	1350	5kw	ABC	Avery-Knodel	6		67	9	1	7	12	3*	1	1/2		AP;W	
	WTIX	1150	250w		Continental		24	168				14					UP	
	WWEZ	690	5kw		Geo. Clark			x			x	x				126	UP	
	WWL	870	50kw	CBS	Katz	9	24	12					2	2	6		AP,UP;T,St	
DALE	KREII	900	250w-D	KBS						x	7	5	1*		1/2	7	UP	
LOUSAS	KSLO	1230	250w	A,K	Sears & Aco	6		30	6	18	15	26	1	2	30	13	7	1P
TON	KRUS	1490	250w	M,K	Best	6		35	2	10		14	2*	1/2	6		UP	
EVEPORT	KANV	1050	250w-D		United D C			9			22	3	6*	4	1/2	84		
	KENT	1550	1-D,500-N	MPS	Pearson	5	2	19	14	7	7	15	x*			10	AP;St	
	KJOE	1480	1kw					77			3	7	1				AP;A	
	KTBS*	730	10kw	NBC	Petry	8		33	5	8	7	19	2	2	3		AP,UP;A	
	KWKII	1130	50kw	CBS	Branham	9	1	6	6	37	5	16	2*	2	5	6	AP,UP;St	
BODAUX	KTIB	630	500w-D					56	4	10		1	2*	2	2	x	UP	

INFORMATION: Abbeville, KROF; Bastrop, KTRY; Baton Rouge, WAFB; Bogalusa, WHXY, WIKC; Covington, WARB; Crowley, KSIG; Eunice, KEUN; Jennings, KJEF; Charles, KLOU; Natchitoches, KWCJ; New Orleans, WRCM, WTPS; Shreveport, KCLJ, KRMD; Tallulah, KTLD.

MAINE

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
AUGUSTA	WFAU	1340	250w	MBS	R. O'Connell			38	7	6	6	19	15*	6	3	1	AP;W
	WRDO	1400	250w	NBC	Weed		7	26	2	2	6	18	1	4	3	—	UP
BANGOR	WABI	910	5kw	A.M	Hollingbery	6		80	9	7	18	27	9*	10	6	—	AP;W
	WGUY	1230	250w	CBS	Everett-McK	x	1	66	5	4	½	14	3*	3	1	—	UP
BIDDEFORD	WLHZ	620	5kw	NBC	Weed		10	—	10	—	—	—	—	3	3	—	UP;T
HOULTON	WIDE	1400	250w	MBS	Raymer		6	22	8	5	9	21	2*	4	½	8	AP;W
LEWISTON	WABM	1340	250w	KBS	Webb		6	—	—	—	7	14	3*	—	20	—	APT
	WCOU*	1210	250w	MBS	R. O'Connell	7		9	7	4	4	19	11*	4	3	3	UP;W, Se
PORTLAND	WLAM	1470	5kw	ABC	Everett-McK	7		38	7	1	4	18	1*	3	½	3	AP;T
	WCSH	970	5kw	NBC	Weed	9		13	5	—	—	10	3*	1	5	—	AP,UP
PRESQUE ISLE	WPOR	1190	250w	A.M	O'Con; Holman	7		48	1	—	4	14	x*	2	—	—	AP
ROCKLAND	WAGM	1150	250w	MBS	Webb	7		29	16	5	11	18	15*	3	8	¼	APT
RUMFORD	WRKD	1150	250w	ABC	R. O'Connell	9		30	3	6	7	17	7*	3	3	1	UP,St
WATERVILLE	WRUM	790	1kw-D	KBS	R. O'Connell			34	10	7	3	6	3*	3	2	—	UP;W, St
	WTVL	1190	250w	ABC	R. O'Connell			36	3	4	3	21	3*	2	1	½	UP;St

NO INFORMATION: Portland, WGAN.

MARYLAND

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ANNAPOLIS	WANN	1190	1kw-D		Pearson, D-C					32	3	1	—	1	84	UP	
	WNAV*	1430	1kw		Forjoe			90	16	5	7	13	4*	4	—	8	AP;T
BALTIMORE	WBAL	1090	50kw	NBC	Christal	8	24	47	5	—	2	9	2*	2	7	12	All; Se
	WBMD	750	1kw-D					48	11	6	—	3	—	—	7	—	—
	WCVO	600	5kw	CBS	Raymer	10	½	29	3	—	3	12	2*	5	—	—	AP
	WFBR	1300	5kw	ABC	Blair	5		40	7	—	—	10	3	3	—	—	AP,UP
	WITI	1230	250w		Forjoe	24	120	2	—	4	14	12	—	—	—	19	AP
	WITI*	104.3	20kw		Forjoe: GMB			91	—	—	—	11	—	—	—	—	AP;St
	WSID	1010	1kw-D		United			x	—	6	—	3	—	—	54	UP	
	WWIN	1100	250w					89	6	2	—	16	24	—	6	—	UP
BETHESDA	WUST	1120	250w-D		Interstate			30	—	35	—	4	6	—	70	UP	
CAMBRIDGE	WCFA	1240	100w	MBS		5	90	8	7	4	—	13	4*	5	—	—	AP;W
CUMBERLAND	WCIM*	1190	250w	CBS	Forjoe	6	25	—	—	—	—	13	3*	2	—	—	AP;T
	WDYK	1230	250w	A.M	Thos. Clark	10	45	3	2	5	—	15	6*	2	—	—	UP;St
FREDERICK	WTBO	1150	250w	NBC	Branham	10	37	4	5	1	—	14	4*	3	1	½	UP;W
HAGERSTOWN	WFMD	930	1kw	CBS	Meeker	8	30	3	25	11	—	11	8*	5	—	—	AP
	WARK	1190	250w	CBS	United; Oakes	9	1	8	x	20	—	15	2	3	12	—	UP
	WIEJ*	1210	250w	A.M	Walker	7	21	10	1	6	—	25	11*	1	7	—	AP;T
HAVRE DE GRACE	WASV	1330	1kw-D					42	6	12	1	10	15	2	6	2	VP;St
LEONARDTOWN	WKJK	1370	1kw-D					24	—	24	3	10	2	—	3	—	UP
LEXINGTON PARK	WPTX	920	500w-D	KBS				68	4	—	3	9	1	5	—	2	AP;LW
POCOMOKE CITY	WESM	1170	1kw-D					24	6	18	3	6	5	—	6	—	—
ROCKVILLE	WINX	1600	1kw-D		United; Oakes			42	—	60	—	7	2	—	—	—	UP
SALISBURY	WBOC	960	1kw	MBS	Burn-Smith	5	½	64	18	8	4	16	1*	3	9	—	AP;T
SILVER SPRING	WCAY	1050	1kw-D		Indie Sales			19	3	15	1	6	—	2	1	1	AP
WESTMINSTER	WTTR	1170	1kw-D					13	9	4	3	2	x*	2	6	—	UP;T

NO INFORMATION: Annapolis, WASV; Baltimore, WCBM.

MASSACHUSETTS

City	Call letters	Freq.	Power	DAILY HOURS						WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ATTLEBORO	WARV	1320	1kw		Walker			75	16	—	3	22	1*	1	½	—	UP
BOSTON	WBMS	1090	1kw-D		Rambean			18	11	—	3	7	2	—	19	18	UP
	WBZ	1030	1kw	NBC	Free & Peters	8	24	51	4	3	7	19	1*	5	6	—	AP,UP
	WCOP	1150	5kw		Weed			75	7	5	3	7	2*	3	1	—	AP
	WCGB	1330	1kw		GAIB			112	—	—	—	10	1*	—	—	—	UP
	WEFT*	590	5kw	CBS	CBS Spot	11	24	x	30	—	x	10	4	1	6	—	AP,PP
	WHDH	950	50kw		Blair			108	9	—	1	15	3*	5	3	—	AP

MASSACHUSETTS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS					
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
BOSTON (con't.)	WNAC	680	50kw	MBS	H-R Headley-Reed	7	1	25	16	6	6	24	3	7	2		UP,INS
	WORL	950	5kw-D					70				7	x				AP
	WVDA	1260	5kw			5	1	52	2			26	3	1	2		UP;T
	WVOM	1600	5kw					18				3	3*			28	5
ROCKTON	WBET	1160	1kw	KBS	Walker			11	10	1	5	35	x*	6	1	1 $\frac{1}{2}$	UP
	WTAO	740	250w-D					70				7					AP
AMBRIDGE	WXHR*	96.9	8kw	ABC	Indie Sales			53									
	WSAR	1480	5kw					105	14	3	3	25	3*	2	2	6	UP
TCHBURG	WFGM	1580	1kw-D	ABC	Walker			x	x	3	3	7	2	15	2		UP
	WKOX	1190	1kw-D					82	7	5	2	10	1*		1	2	UP;W
ARDNER	WGAW	1310	250w	MBS	Webb			73	26	1	5	5	2*	3		2	UP
	WHAI*	1240	250w					23	19		10	26	3*	4	7	2	AP;Se
AVERHILL	WHAV	1490	250w	KBS	Nona Kirby			24	120	13	6	17	2*		3		UP
	WREB	930	500w-D					70	14	7	1	25	15*	3		21	AP;Se
LAWRENCE	WCCM	800	1kw	KBS	Walker			75	6	2	5	x	2*	3	3	1 $\frac{1}{2}$	AP
	WCAP	980	1kw-D					60				11	1*	1	4		UP
NEW ENGLAND	WLLH	1400	250w	MBS	Haskell Bloomberg			36	14		8	15	x*	1 $\frac{1}{2}$			UP
	WLYN*	1360	1kw-D					58	3	2	3	9			4		UP
EDFORD	WHLIL	1430	500w-D	MBS	Bolling			65	3	6	2	6	1*	2	3	1 $\frac{1}{2}$	UP;T
	WBSM*	1230	100w					83	9	10	5	15	2*	3	1 $\frac{1}{2}$	1	UP
NEW BEDFORD	WNBH*	1340	250w	MBS	Walker			36	2			20	4*	3	2	4	AP
	WMNB	1230	250w					69	6	2	3	11	10*	6	2	3	AP
ORTHADAMS	WNAW	860	250w-D	MBS	McGillvra			21			19	6			6		UP;A,Co
	WHMP	1400	250w					90	6	6	2	3	1*		2	2	
ORTHAMPTON	WBRK	1340	250w	MBS	Walker			37	15		4	22	2*	2	2	1	UP;LW
	WJDA	1300	1kw-D					14	28	10	4	10	3*	4	1		UP;W
LEM	WESX	1230	250w	KBS	Webb, Kirby			40	16	2	5	8	3*	3		3	UP;W
	WACE	730	1kw-D					63				6	18*	3		9	INS
WBZA* (Same as WBZ, BOSTON)																	
WJKO	1600	250w	MBS	Gill-Perna		6		57	22		7	20	2*	2	1 $\frac{1}{4}$		UP
	WMAS*	1450	5kw-D				27	22	12	4	6	3	3	2	18	7	UP
WSPR	1270	1kw	ABC	Hollingberry		x		65	6	5		9	3	3	1 $\frac{1}{4}$	1	AP;T
	WTXL	1490	250w				1	90	12	4	1					UP;W	
WUNTON	WPEP	1570	1kw-D	KBS	Webb			24	1	2	2	9	3*	1	1	1	UP
	WARE	1250	1kw					35	5	12	2	14	x*		14	7	AP
YARMOUTH	WOCB*	1240	250w	MBS	Walker			25	28	2	10	17	x*	6			
	WAAB	1140	5kw	MBS	Forjoe			60	5	3	5	20	1*				AP
DORCESTER	WNEB	1230	250w	MBS	Bolling			100	6	7	3	3	2		3		UP
	WTAG*	580	5kw	CBS	Christal			26	9	1	3	16	1	7	2		AP;A

INFORMATION: Boston, WMEX; Brookline, WVOM; Fitchburg, WEIM; Lowell, WCAP; Pittsfield, WBEC; Springfield, WHYN; Worcester, WORC

MICHIGAN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
MIAMI	WABJ	1490	250w-D	Best				25	2	5	6	8	2*	3	6	2	1 $\frac{1}{4}$	UP;T
DETROIT	WFYC	1280	1kw-D	KBS				36	4	4	5	9	5*	1	2			UP;LW,W
ANN ARBOR	WHR	1600	1kw	ABC	Walker	8		30	8	2	3	17	8*	1		3	AP	
WHITE CREEK	WPAG	1050	1kw-D	ABC	McGillvra			27	6	2	5	8	2*		12	5	3	AP;T
TON HARBOR	WIFB*	1060	1kw-D	ABC	Holman			24	6	1 $\frac{1}{2}$	8	9	9*	2	6		2	AP;T,W
GRAND RAPIDS	WBRN	1460	1kw-D	KBS	Holman			32	13	6	4	10	3*	1	6		2	AP;LW,Se
DILLAC	WATT	1240	250w	M.K	Holman	x		x		x		x				1 $\frac{1}{4}$	Se	
EBONYGAN	WCBY	1240	250w	Best				50	7	10	4	8	10*			1		AP;T
EDWARDWATER	WIP*	1500	1kw	Best				24	80	16	6	10	12	10*		6		T,Co,W
ARBOR	WKMH*	1310	5kw	Headley-Reed				24	133	5		3	6	6*		2		UP
DETROIT	CKLW*	800	50kw	MBS	Young	5	24	86	4	6	15	19	5	6	6	6	2	UP,INS,BUP;W,T
DETROIT	WJBK*	1490	250w					24	158	6	3	10	x*		1 $\frac{1}{2}$		INS,UP	
	WJLB*	1400	250w	Forjoe				24	48	3	2	17	12	1	2	2	46	46

ABOLIS: { * am-fm station
| # fm stationD—daytime power
N—night power

* local sports covered

† Mex. Span. included

x figure unspecified
category unclaimed

MICHIGAN *(continued)*

	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
DETROIT (con't.)	WEDM	95.5	20kw	GMB		2	100	40										A,St,T,W
	WWJ	950	5kw	NBC	Hollingbery	8	24	41	45	8	5	11	2*	2	1/2	—	AP,UP;T,LW	
ESCANABA	WXYZ	1270	5kw	ABC	Blair		1	85	12		5	10	4	2	—	—	18 AP,INS;	
	WDBC	680	1kw	MBS	Walker	5		5	5	10	5	22	x*	3	5	—	AP	
FLINT	WEVK	1190	250w	NBC		6	x	x	x	x	6	9	8*	3	—	UP;St,T		
	WDF	910	1kw	NBC	Katz	8	1/2	35	4	7	5	2	3*	4	1	3	1/4 AP;St,T	
	WKMF	1170	1kw		Headley-Reed	24	150			2		10	1*	—	3	—	UP	
	WMBP	1510	250w-D	KBS	Best			6	8	12	9	7			—	2	16 LP;St	
	WTAC	600	1kw	ABC	Bolling	5		61	20	3	4	32	7*	5	3	—	UP;LW	
GAYLORD	WATC	900	1kw-D	KBC				21	9	11	11	6	2*	2	2	—	AP	
GRAND RAPIDS	WFUR	17	1kw-D		McGillyra			6	14		32	8	2	3	3	—	UP;A	
	WGKD	1110	1kw-D		Cril-Perna			49	1	7	2	7	2	2	2	10	AP;St	
	WJFF*	1230	250w	CBS	Avery-Knodel	10	1	76	18	4	4	19	4*	3	3	1	AP;T	
	WLAV*	1310	250w	ABC	Pearson	8		35	6	6	10	13	2*	3	—	3 UP;St		
	WOOD	1300	5kw	NBC	Katz	5	2	43	1	5	8	12	6	5	5	—	AP;W	
HOLLAND	WHTC	1150	250w		Best			51	21		13	12	6*	7	—	AP;W,T		
HOUGHTON LAKE	WHGR	1290	1kw-D					65	14	24	8	x	2*	2	2	—	AP	
IONIA	WION	1130	500w-D		Best			40		12	10	12	4*	1	3	—	AP;T	
IRON RIVER	WIKB	1230	250w	M,K	Walker	9		18	11	6	5	16	12*	1/2	1/2	—	AP;T	
IRONWOOD	WJMS	630	1kw	M,K	Walker	6		30	2	2	9	13	10*	5	2	2	UP;T	
ISHPEMING	WJPD	1210	250w	KBS				x	x	x	x	x	x*	—	3	—	AP;W	
JACKSON	WIBM	1150	250w	ABC	Weed	7	24	107	5	3	8	29	12*	5	3	3	AP	
KALAMAZOO	WKMI	1360	5kw		Forjoe		3	120	24		6	12	10*	—	2	2	UP	
	WKZO	390	5kw	CBS	Avery-Knodel	9		24	2	2	6	16	9*	3	7	—	AP;T	

WKMI **KALAMAZOO**

NOW
5,000 WATTS

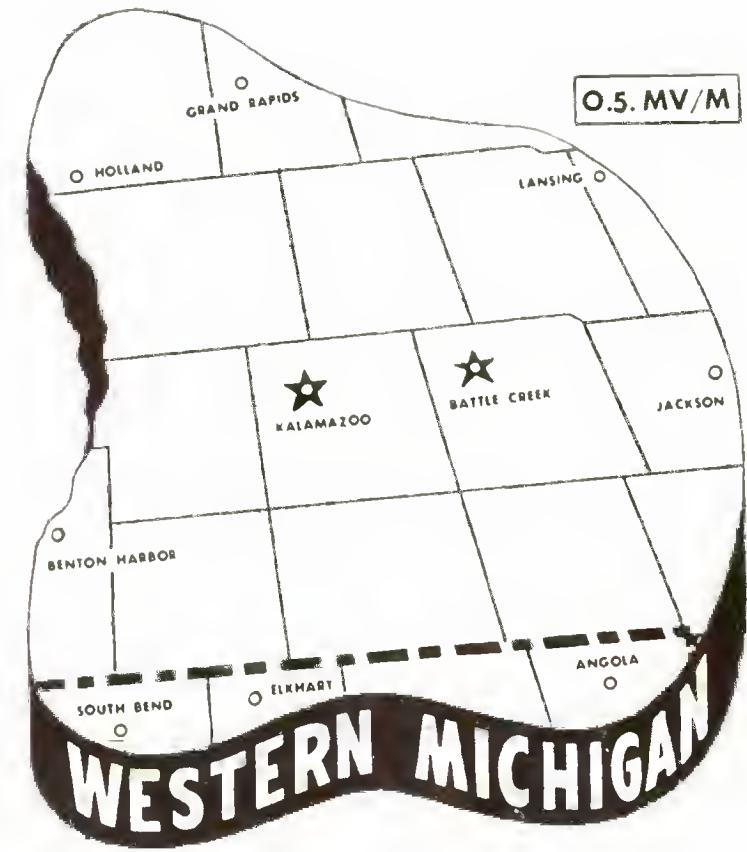
WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT

MUSIC • NEWS • SPORTS • 21½ HOURS A DAY • 1360 KC.

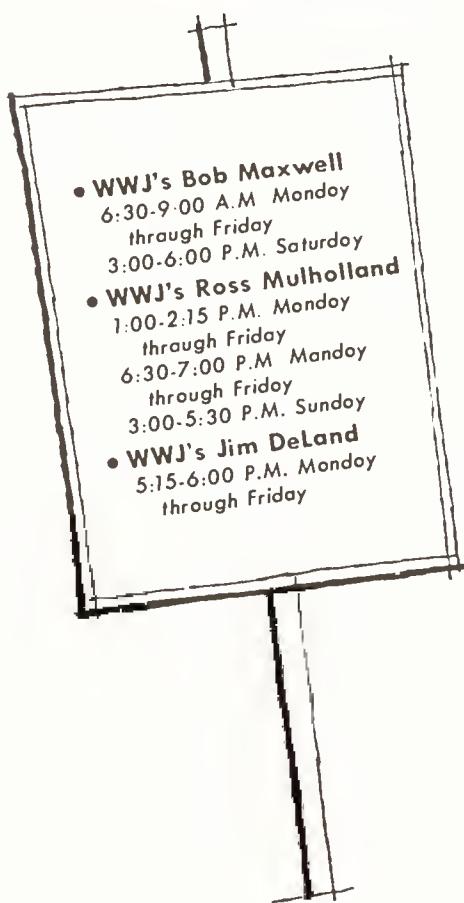
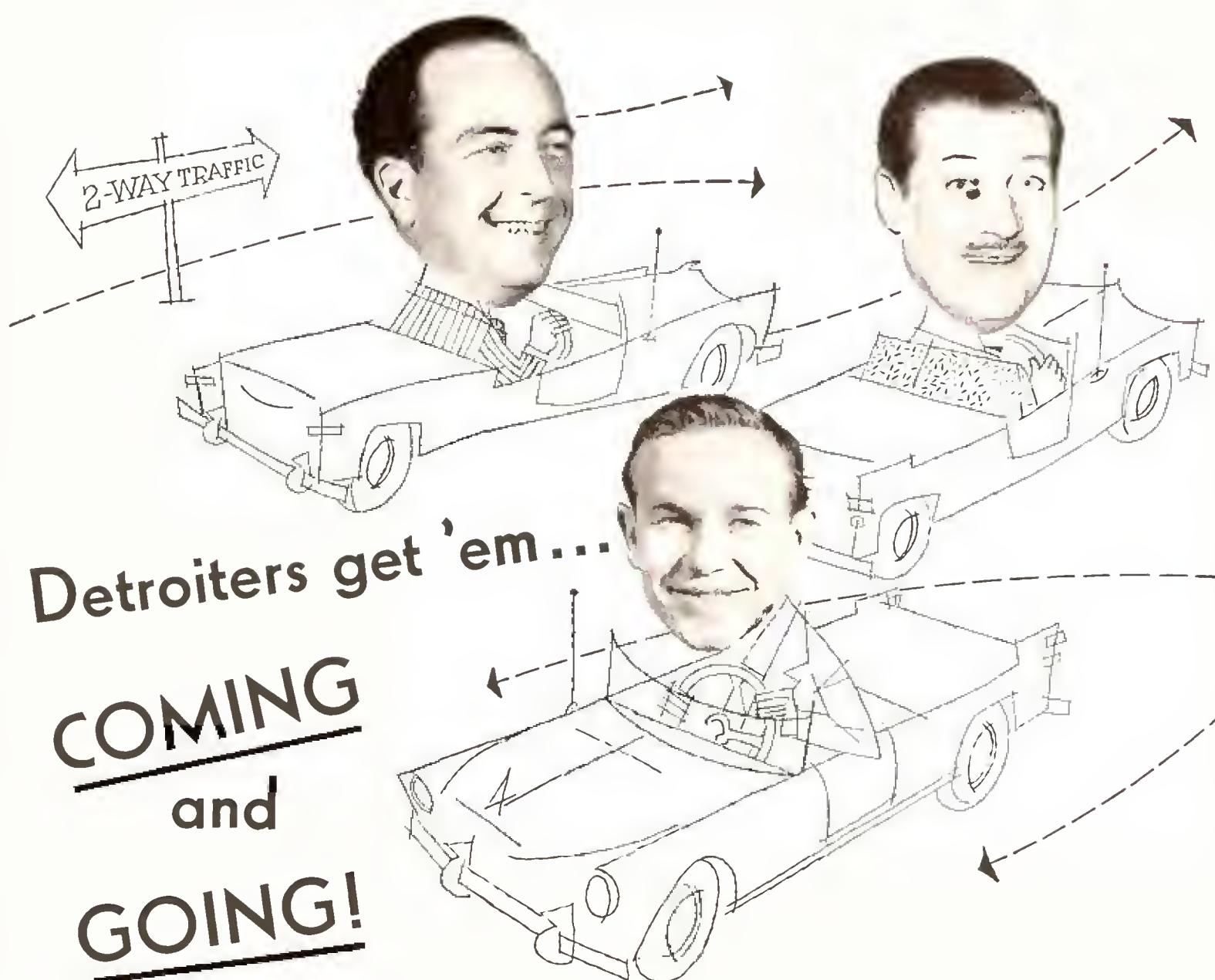
Covering 1,719,000 population in the primary area . . . including a metropolitan market of 272,000 in the Kalamazoo-Battle Creek area alone . . . and a rich market of 84,000 prosperous commercial farms. It all adds up to Western Michigan's best regional buy.

National Representative: Forjoe and Co., Inc.

In Detroit: Michigan Spot Sales



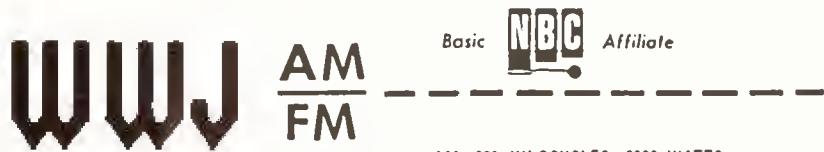
WKMI • STEERE BROADCASTING CORP. • KALAMAZOO, MICHIGAN



To drive home your message—to sell those with money to spend as well as time to listen—hop into Detroit's teeming traffic with this high-octane trio.

These gentlemen mean business. They program smartly and intelligently, keep chatter within bounds, appeal to a wide audience rather than to just one age group. That's why Pulse consistently gives them such healthy ratings.

To get folks coming and going—to and from work, on business and shopping trips, on weekdays and weekends—make it Maxwell, Mulholland, and DeLand.



AM-950 KILOCYCLES-5000 WATTS

FM-CHANNEL 246-97.1 MEGACYCLES

Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY CO.

MICHIGAN *(continued)*

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS					Services	
				Natl network	National rep	Network	Post-mid 1/2	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	
LANSING	WILS	1320	5-D.1-N					98	6	4	6	18	4*	1/2			AP;LW	
LUDINGTON	WKLA	1450	250w	A,K	Burn-Smith	10		18				6	2*	3	5		UP	
MANISTEE	WMTE	1340	250w	M,K	Best	4		25	6	10	7	12	2*	2	2	4	AP;LW,1	
MARINE CITY	WDOG	1590	1kw-D					85		6	3	8	2*			1	INS	
MIDLAND	WMDN	1490	250w		Best			50	28	14	9	8	1	3	2	7	AP;LW,1	
MOUNT PLEASANT	WCEN	1150	1kw	KBC	Best			80	12	6	7	7	3*	1	16		AP;LW, Se,T	
MUSKEGON	WKBZ*	850	1kw	ABC	Meeker	8		47	5	2		10	2*	2	1		AP;T,LW	
	WMUS	1090	1kw		McGillvra			30	21	6	43	7	3	4	3	1/2	AP	
OWOSSO	WOAP	1080	250w-D	KBS	McGillvra			40	1	3	11	7	1*		1	1	AP;T	
PONTIAC	WCAR*	1130	1kw-D		Pearson			45		6	7	x	3				INS,AP	
	WPON	1460	500w		Best			110	10	6	11	16	3*		1	2	1	AP;T
PORT HURON	WHLS	1450	250w	M,K	Gill-Perna	6	1	24	2	1	1	15	3*		x		2	AP;LW, W,St
ROGERS CITY	WHAK	960	5kw-D					52	12	6	12	11	5	2	3		LP;W	
SAGINAW	WKNX	1210	1kw-D		Gill-Perna			49	4	13	5	8	2*	1	3	1/2	UP;T	
	WSGW	790	1kw	MBS	Pearson			40	13	15	6	17	18*	3	2	3	3	AP;Se,T
SAULT STE. MARIE	WSOO	1230	250w	ABC		7		30	12	4	7	17	14*	2	2		AP	
TRAVERSE CITY	WTCM	1400	250w	M,K	Holman													

NO INFORMATION: Albion, WALM; Alpena, WATZ; Bad-Axe, WLEW; Battle Creek, WELL; Bay City, WBCM; Detroit, WJR; Flint, WBBC; Houghton, WHDF; Iron Mountain, WMHQ; Jackson, WKHM; Lansing, WJIM; Marquette, WDMJ; Menominee, WMAW; Muskegon, WKNK; Petosky, WMBN; Port Huron, WTTW; Royal Oak, WEXL; Saginaw, WSAM; Sturgis, WSTR.

MINNESOTA

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS					Services
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ALBERT LEA	KATE	1450	250w	ABC	Meeker	7		40	20	20	5	12	6*	3	5		UP;T
ALEXANDRIA	KXRA	1490	250w	A,K	Lawson	10		21	12	12	12	17	2*	4	2	1/2	UP
BEMIDJI	KBUN	1450	250w	M,K	Lawson	6		15	8	8	8	24	11*	2	2	1/4	UP;W
BRAINERD	KLIZ	1400	250w	MBS	Walker	5		10	9	6	3	12	7*	2	1		AP
CLOQUET	WKLK	1230	250w					50	26	22	3	11	2*		1	4	UP;LW
CROOKSTON	KROX	1260	1-D.500-N	KBS	Cooke, Lawson			23	5	20	15	10	10*	2	3	1/2	UP;T,W
DULUTH	KDAL	610	5kw	CBS	Avery-Knodel	9	24	49	2	2		5	1	3	1/4		AP;LW
	WDAM	710	5kw	A,M	Free & Peters	11		13		2		6	4*		1		UP;St
	WEBG	560	5kw	NBC	Hollingbery	8		25	14	4	9	14	1*		2		UP
FAIRMONT	WHLB (See VIRGINIA)			MBS	Rambeau	3		52	5	11	9	18	6*	5	8	1/2	AP;T
FARIBAULT	KSUM	1370	1kw		Lawson			42	9	32	1	12	6*	1	6		AP;C,W
FERGUS FALLS	KDHL	920	1kw	MBS	Bulmer-Johnson			39	6	8	7	21	x*		3	1/2	AP

WILS DOMINATES LANSING RADIO

The most recent survey (HOOPER, FEB. '55) gives WILS the following share-of-audience in Lansing, Michigan:

WILS	NETWORK STATION B	NETWORK STATION C
38.3	31.8	20.3
48.9	18.4	23.9
38.1	28.8	25.9

REPRESENTED NATIONALLY BY VENARD-RINTOUL-McCONNELL, INC.

Lansing's Most Powerful Station
MUSIC • NEWS • SPORTS
5000 WATTS D 1000 WATTS N
WILS
407 N. WASHINGTON AVE.
LANSING, MICHIGAN

MINNESOTA (continued)

City	Call letters	Freq.	Power	Nati network	National rep	Post-mid	DAILY HOURS				WEEKLY HOURS						
							Network	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ING	WMFG	1240	250w	NBC	Hollingbery	7	45	5	3	9	16	3*		1			UP;W
CHINSON	KDUZ	1260	1kw	KBS			70	2	1		7	2		5			UP;St
IKATO	KTOE	1420	5kw	ABC	Pearson	4	49	8	11	3	19	10*	1	9	1		AP
	KYSM*	1230	250w	NBC	Meeker	7 1/2	57	9	8	1	17	6*	5	6			AP;T
NEAPOLIS	KEYD	1140	5kw-D	H-R			42	15	11	17	8	2		2			AP,UP;St
	WCCO	830	50kw	CBS	CBS Spot	8	1	34	7	4	3	25	3	2	6		All; LW
	WDGY	1130	50-D,25-N	MBS	Avery-Knodel	3	70	27	2	9	16	10*		10			UP
	WLOL	1330	5kw	MBS	AM Sales	24	162				2	18	8*				UP,AP
	W MIN	(See ST. PAUL)															
	WPBC	980	1kw-D	Indie	Sales		72				2	7		3			
	WTCN	1280	5-D,1-N	ABC	Blair	4	24	119	2		3	7	3*		2		UP,AP
ULM	KNUJ	860	1kw-D	KBS			x		70		7	4	1	3			AP;LW,W
TONNA	KOBK	1390	500w-D	KBS			50		27	6	8	9*	2	5			UP
WING	KAAA	1250	1kw-D				30	10	9	4	14	2	1	12			AP;W
ESTER	KROC	1310	250w	NBC	Meeker	8	15	7	6	1	21	2*	3	11			UP;T
CLOUD	KFAM*	1450	250w	NBC	Pearson	8	47	4	9	3	18	2	3	3			AP;T
	WJON	1210	250w	ABC	Rambeau	5	43	7	12	5	16	4*	2	4			UP;W
PAUL	KSTP	1500	50kw	NBC	Petry	8	1	48	8	3	3	12	2	2	2		AP,UP;T,Se
	WCCO	(See MINNEAPOLIS)															
	WCOW	1590	5kw-D				10		60	3	10	1	2	3	3		UP
	WMIN	1100	250w	Geo. Clark		3	72		10		12	1*					AP
F RIVER FALLS	KTRF	1230	250w	Bulmer & Johns'n			39	3	30	16	14	12*	12	12			UP;W
INIA	WHLB	1100	250w	NBC	Hollingbery	7	20	4	5	5	18	3*	2	2	3		T,W,Se
ENA	KWAD	920	1kw	MBS	Bulmer & Johns'n	6	30	3	25	12	9	3*	2	3			UP;W
MAR	KWLM	1310	250w	ABC	Pearson	4	50	9	9	12	22	9	2	3			
THINGTON	KWOA	730	1kw	Bulmer & Johns'n			38	6	2	13	18	2	4	14			UP;LWT

FORMATION: Albany, KASM; Austin, KAUS; Breckenridge, KBMW; Detroit Lakes, KDLM; Eveleth, WEVE; Grand Rapids, KOZY; Little Falls, KLTF; Marshall, Montevideo, KDMA; Moorehead, KVOX; Stillwater, WSHB; Winona, KWNO.

MISSISSIPPI

City	Call letters	Freq.	Power	Nati network	National rep	Post-mid	DAILY HOURS				WEEKLY HOURS						
							Network	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
DEEN	WMPA	1240	250w	KBS			40	9	30	6	7	2*		1		6	UP;LW
XI	WLOX	1490	250w	MBS	Holman	6 24	93	8	1	16	7*	2		1†			UP;LW,St
NEVILLE	WVMI	570	1kw-D	Natl Tm; D-C			28	2	19	5	1	1	2	3			UP;T,Se
TON	WBIP	1400	250w	KBS	Dora-Clayton		67	6	32	8	7	2*	3	2		6	UP;W
ERVILLE	WDOB	1370	500w-D	KBS	Indie; D-C		24		30	2	2	1				10	UP;T
KSDALE	WGLC	1580	250w-D	KBS			2	1	4	11	3	x*	1	2		5	UP
ELAND	WROX	1450	250w	MBS	McGillvra	6	60	3	1	7	14	x*	3	3		21	AP
	WCED	1490	250w	KBS						27		2*		10		18	AP

BOLDS: { * am-fm station
† fm station

D—daytime power
N—night power

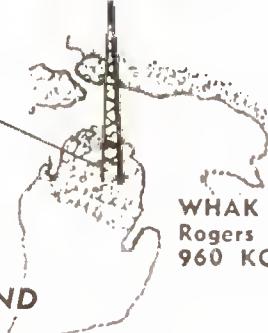
• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed


 the **big catch** in MICHIGAN


 BAK for Added Sales

- the only contact with city folks while vacationing in THE WATER WONDERLAND
- covers retail trading area of 212,790 residents plus vacationers
- complete facilities-programming to regional taste



MISSISSIPPI (continued)

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Servic	cate	
COLUMBIA	WCJU	1150	250w	M,K		6		15		8	6	11	5*		1		3/4	AP;W		
COLUMBUS	WACR	1050	1kw-D	KBS	Best			17	3	8	14	6	2*	3	3		6	UP;S		
CORINTH	WCMA	1230	250w	M,K	Burn-Smith; D-C	7		35	1	15		11	2*					UP;V		
GREENVILLE	WGVM	1260	1kw-D		Devney			27		10	3	6	2	3	3		35	UP;I		
GRÉNADA	WNAG	1400	250w	MBS	McGillvra	7			40	8	3	1	16	4*				12		
GULFPORT	WGCM*	1210	250w	A,K	McGillvra				49		20	24	12					5	AP	
HATTIESBURG	WBKII	950	1kw-D		Indie Sales												5	INS;I		
	WFOR*	1400	250w	N,K	McGillvra	6		40	12	25	4	27	8*	2	2			UP		
	WHSY	1230	250w	A,M	Thos. Clark	x		36	6	6	2	6	4*	2	4		5	AP		
HAZLEHURST	WMDC	1220	250w-D	KBS	McGillvra			27	5	13	10	10	2*	3	3		8	UP;I		
INDIANOLA	WNLA	1380	500w-D		Thos. Clark			43	2	14	7	9	5*	1/4	2		9	AP;T		
JACKSON	WJDX*	620	5-D,1-N	NBC	Hollingbery	9		5	2	4	3	11	1	2	5			UP;T		
	WJAN	1150	250w		Indie Sales		24	40	30	40	3	11					15	INS		
	WOKJ	1590	1kw-D		McGillvra			x		x	5	1	2*	5			84	UP		
	WRBC	1300	5kw	MBS	Branham	5		15	10	18	6	14	2*	2	4		28	A		
LAUREL	WAML	1340	250w	N,K	Hollingbery	9		39	2	7	6	13	x*	2	3			AP;W		
	WLAU	1190	250w	A,M	McGillvra	8		36	5	25	11	15	12*	2	3		8	UP		
LOUISVILLE	WLSM	1270	1kw-D				20		30	8	6	4*	4	6		10	AP;T			
McCOMB	WSKB	1250	5-D,500-N	ABC	Rambeau; D-C	9		12		16		1	2		6			AP;C		
MERIDIAN	WMOX	1240	250w	MBS	McGillvra	3		69	1	11	16	13	16*		1		10	AP;T		
PHILADELPHIA	WTOK	1450	250w	ABC	Headley-Reed	8		37	2	5	3	9	4*	1	1		5	INS;I		
PICAYUNE	WHOC	1490	250w	KBS	Continental			38	5	30	3	8	2		3		6	UP;C		
TUPELO	WRJW	1320	5kw-D	KBS				6	I	12	12	6	1	3	2					
VICKSBURG	WELO	1190	250w	MBS	McGillvra	x		48	10	16	7	11	2*		1		2	AP;T		
WAYNESBORO	WQBC	1120	1-D,500-N	M,K	Bogner-Martin			42	14	2	7	12	2					AP;C		
WEST POINT	WABO	990	250w-D	KBS				28	5	10	5	6	1*		2		1	AP;W		
	WROB	1150	250w	MBS	McGillvra	8		30	5	6	5	11	x*		1		8			

NO INFORMATION: Brookhaven, WJMB; Columbus, WCBI; Corinth, WCMA; Greenville, WJPR; Greenwood, WABG, WGRM; Jackson, WJQS, WSLI; Kosciusko, W. Macon, WMBC; McComb, WAPP; WHNY; Meridian, WCOC; Natchez, WMIS, WNAT; Pascagoula, WPMP; Starkville, WSSO; Tupelo, WTUP; Vicksburg, WVIM; City, WAZE.

MISSOURI

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS								
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Servic	cate	
BOONVILLE	KWRT	1370	1kw-D		Indie Sales			42	8	45	4	12	6*	3	3			AP;S		
CAPE GIRARDEAU	KFVS	960	1-D,500-N	MBS	Pearson													UP		
CARTHAGE	KDMO	1490	250w	KBS	Continental	14		45	3	12	6	9	2				8	AP;LW		
CHARLESTON	KCHR*	1350	500w-D	KBS	Best			18	5	12	7	7	8				8	AP		
CHILlicoTHE	KCHI	1010	250w-D	KBS	Best			50	4	2		16	1*					AP		
CLINTON	KDKD	1280	1kw-D	KBS	Devney			40		15		8		2	10			UP;W		
COLUMBIA	KFRU	1400	250w	ABC	Webb	6		40	10	4	I	21	4*	2	6			AP;IN	LW	
FARMINGTON	KREI	800	1kw-D	KBS	Best			55		2	6	3	5*		2			UP		
FESTUS	KJCF	1010	250w-D	KBS														UP;C		
FLAT RIVER	KFMO	1210	250w	MBS	Pearson			25		10	10	20		2	3			UP		
FULTON	KFAL	900	1kw-D					27	2	19		10	1*				9	UP;St		
HANNIBAL	KHMO	1070	5-D,1-N	MBS	Pearson	6		18		11	10	14	3*				12	AP;T		
JEFFERSON CITY	KLIK	950	5kw-D		Walker			56	3	2		11	2	1	16			UP;St		
	KWOS	1210	250w	M,K	Bogner-Martin			16	9	10	7	15	11*	2	10			AP;T		
JOPLIN	KFSB	1310	5-D,1-N		Meeker			75	3	2	4	14	10*				5	AP;W		
	WMBH*	1150	250w	MBS	Sears & Ayer	7		25	25	5	8	35	10*				7	AP;T		
KANSAS CITY	KCMO*	810	50-D,10-N	ABC	Katz	7	24	64	26	19	9	20	5*	4	7			AP;A	LW	
	KMBC	980	5kw	CBS	Free & Peters	9		32		6	14	I	15	2*	3	12		2	AP;UP	
	KPRS	1590	1kw-D		McGillvra			7				16	5	1			1	84	AP	
	KUDL	1380	1kw-D		Devney			81				8	2				7	UP		
	WDAF	610	5kw	NBC	Christal	12		17	9			3	1					AP;W		
	WHB	710	1kw		Blair	24		155				13						AP		
KENNEDT	KBOA*	830	1kw-D					20		30	16	7	2*				4	AP;LW		
KIRKSVILLE	KIRX	1450	250w	KBS				35	12	12	10	16	14*				3	AP;T		
MALDEN	KTCB	1170	1kw-D	KBS				49		24	10	11	3*	2	2		2	UP;T		
MARSHALL	KMMO	1300	1kw-D		Pearson			12	I	7	6	7	2*	1	5			UP		

SYMBOLS: * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecific category unclaim

MISSOURI (continued)

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS			WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
YVILLE	KNIM	1580	250w-D	KBS			42	1	14	1	7	x*	5	6			AP
HO	KBTN	1420	500w-D	KBS			34	2	13	10	10	2	2	3			AP;T
DA	KNEM	1240	250w	KBS	Best	1	50	7	3	7	10	3	3	10			UP;Se
BEACH	KRMS	1150	1kw-D				43	1½	22	1	9	2*	2	3			AP
AR BLUFF	KWOC*	930	1kw	KBS	Pearson		50	3	9	10	2	2*	1	x			UP;Se,W
A	KTTR	1490	250w	KBS			24	12	12	15	20	7	6	7			AP;W
JOSEPH	KFEQ	680	5kw	MBS	Headley-Reed	5					10	2		5			AP;W
KOIS	KRES	1550	5kw	KBS	Pearson		66	7	1	2	12	1*	6				AP
	KMOX	1120	50kw	CBS	CBS Spot Sls.	11	24	13	8	4		5	1		5		AP,UP,A
	KSTL	690	1kw-D		Forjoe		9		13	17					8	3	18
	KWK	1380	5kw	MBS	Katz	4	35	2	2	—	7	3*					AP
	KXLW	1320	1kw-D		Pearson		53		21	5	2	½					53
	KXOK	630	5kw	ABC	Blair	x	13	5	1	3	16	4*	5	3			UP;St
	KEW	770	1kw-D		Gill-P; GMB		10	52		7	10	2		½			UP;LW
	KWIL	1430	5kw		Webb		2	116		15	3	12	1*	10	2	2	AP
M	KSMO	1340	250w	KBS			41		9	8	22	13*	2	3			AP
LIA	KDRO	1490	250w	M.K	Pearson	1	24	4	29	3	10	7*	2	2			AP
	KSIS	1050	1kw-D		Best		33	5	30	1	7	2	2	3			AP;LW,T
TON	KSIM	1400	250w				46	8	12	7	8	6		3			AP
NGFIELD	KGBX	1260	5kw	NBC	V,R&McC	10	30		5	8	16	2	2	2			T
	KICK	1340	250w	M.K	McGillvra		64	4		9	19	2*					UP;St
	KTTS*	1400	250w	CBS	Sears & Ayer	9	37	4	3	1	15	4*	3	3			AP;W
	KWTO	560	5kw	ABC	Pearson		10	6	35	12	13	3*		8			UP;LW
ER	KALM	1290	1kw-D	KBC			15	4	17	8	7	2*		1			AP
N	KLPW	1220	250w-D		Bolling		56	7	27	12	6	2	6	2			AP
RENSBURG	KOKO	1450	250w	KBS			66	2	10	6	11	3*		10			AP;T
RENTON	KWRE	730	500w-D	KBS	Continental			3	24	4	7	2	2	8			UP;T
PLAINS	KWPM	1450	250w	KBS			20	3	20	10	15	14*		7			AP;St

FORMATION: Cape Girardeau, KGMO; Caruthersville, KCRV; Clayton, KFUO; Independence, KIMO; Joplin, KSWM; Lebanon, KLWT; Mexico, KXEO; Moberly, KNCM; KRMO; St. Genevieve, KSGM; St. Louis, KATZ, KSD.

MONTANA

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS			WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
CONDIA	KANA	1230	250w		Gill-Perna	...	40	8	8	10	11	2*	10	1			UP
INGS	KBMY	1240	250w	M.K	Avery-Knodel	7	51	6	9	2	16	8*	5	1			AP;LW
	KGHL	790	5kw	NBC	Katz	9	19	1	5	9	20	4	½	6			UP;Se,St
MAN	KOOK	970	5kw	CBS	Headley-Reed	7 ½	40	5	5	2	10	6	6*	3	3		UP;W
	KBMN	1230	250w	M.K	Gill-Perna	1	21	24	14	10	18	3*	2	3			UP;W

A MILLION listeners with
A BILLION dollar pocket book...

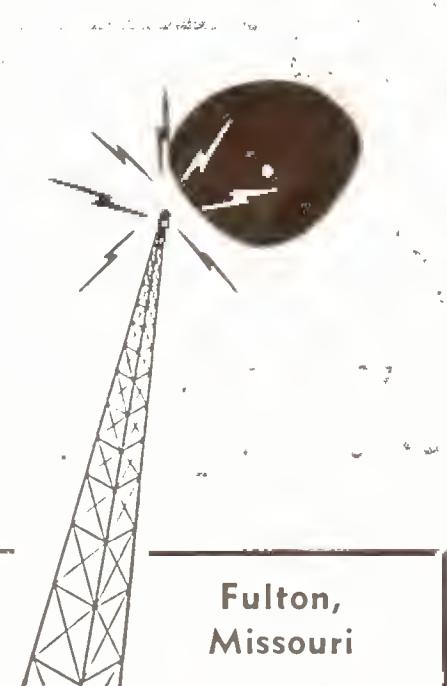
ready
to buy...

Top KFAL personalities attract
a large and loyal midwestern
audience.

KFAL

Dominant in Central Missouri

900 kc 1000 Watts



Fulton,
Missouri

MONTANA (continued)

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
BUTTE	KOPR	550	1kw	A,M	Avery-Knodel	9		51	5	1	6	18	6*					UP	
GLENDIVE	KALF	1370	5kw	NBC	Walker	9		30	4	20	3	24	2	3	3			UP;St	
GREAT FALLS	KAGN	11400	250w					17	6	8	8	23	5*		2			UP;W	
KALISPELL	KFBB	1310	5kw	CBS	Weed	10		38	..	1	3	15	..	1	2	1/2	..	UP;W	
LEWISTOWN	KMON	560	5kw	A,M	Avery Knodel	6		14	5	15	11	20	8*	1/2	4	..	AP;LV		
LIBBY	KALK	1400	250w	NBC	Walker	15		25				22	4	4	7				
MILES CITY	KGEZ	600	1kw	M,K	Cooke	5		23	19	11	11	13	x*	3			UP;W		
MISSOULA	KALO	1230	250w	M,K		8		34	3	3	6	22	1*	1/2	3		UP		
SIDNEY	KLCB	1230	250w	KBS				30	15	7	6	10	5*	3	5		UP;M;Se		

NO INFORMATION: Bozeman, KNLQ; Butte, KBOW; Glasgow, KLTZ; Havre, KOJM; Helena, KCAP; KXIJ; Livingston, KPRK; Shelby, KIYL.

NEBRASKA

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
ALLIANCE	KCOW	1100	250w	KBS	McGillyra			67	8	2	3	17	2*	1	5			UP;W	
BEATRICE	KWBE	1450	250w	M,K		3		11	15	7	10	13	6*	3	6			AP;T	
BROKEN BOW	KCNI	1280	1kw-D					60	1		1	11		3	3			UP;C	
CHADRON	KCSR	1450	250w	KBS				20	10		8	11	1*	10	5			AP;T	
COLUMBUS	KJSK	900	1kw-D	KBS	Conrad-Biddick			11	2	17	21	10	1		3	16		AP;T	
FREMONT	KFGT	1340	100w	MBS		8		21	8		2	3	1/2	4	1	4		AP;C	
GRAND ISLAND	KMMJ	750	1kw-D	ABC	II-R	3		10	4	8	3	7	1	3	20			UP;T	
KEARNEY	KRGJ	1430	1kw		Sears & Ayer			65	8	3	3	12	4	2	4	4		AP;LW	
LEXINGTON	KGFW	1340	250w	M,K	Holman	8		18				10	1		3			UP;W	
LINCOLN	KRVN	1010	25kw-D		Raymer			28	2	11	9	11		3	11			AP;St	
McCOOK	KFOR	1240	250w	ABC	Raymer	x		47	6	11	17	1*	3	3	1			AP;St	
NORFOLK	KIMS	1180	1kw	KBS	McGillyra			106	5	7	2	14	1*	3				UP;St	
NORTH PLATTE	KBRL	1360	1kw-D	M,K		3		24	4	8	5	8	x		2			AP;St	
OGALLALA	WJAG	780	1kw-D		Walker			18	2	3	7	17	2	6	12			AP;W	
OMAHA	KODY	1210	250w	N,K	Meeker	8		24	2	8	1	12	2	2	3			AP;W	
	KOGA	930	500w-D	KBS				8	1	3	2	20	2*	2	2			UP;T	
	KFAB	1110	50kw	CBS	Free & Peters	x	24	48	1/2	6	13	22	3*	5	9			AP;INS	
	KOHL	1290	5kw	ABC	Avery-Knodel	4		80	10		3	21	4*					INS,AP;C	
	KOWH	660	500w-D		Bolling			82				7						AH;W	
	WOW	590	5kw	NBC	Blair	6	21	69	1	6	3	22	3*	2	7			UP,IN;C	
SCOTTSBLUFF	KNEB	960	1kw	MBS	Helman	8	1/2	30	7	6	12	11	10*		12			AP;T	
SIDNEY	KOLT	1320	5-D,1-N	CBS	Gill-Perna	8		10	2	14	2	11	2*	9	3			UP;W	
	KSID	1310	250w	A,K	McGillyra	9		17	4	2	6	16	3*	2				UP;St	

NO INFORMATION: Hastings, KHAS; Lincoln, KOLN; North Platte, KNBR; Omaha, KBOX.

NEVADA

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Service	
ELKO	KELK	1210	250w	MBS		7		26	4	5	4	13	3		2			UP	
LAS VEGAS	KLAS	1230	250w	CBS	Weed	9	1	50	10	8	3	11	3	6		2		AP;St	
	KORK	1310	250w	NBC	Hollingbery	8		67				15	3*			2		UP	
RENO	KRAM	920	1kw	M,K	Avery-Knodel	6	1	60	6	1	5	13	x*					UP;T	
	KOLO	920	1kw	CBS	Hollingbery	8			2	12	3	8	2	x	2			UP	
	KWRN	1230	250w	ABC	W. S. Grant	5		79	10		1	37	x*	5		1		AP;T,V	

NO INFORMATION: KELV, Henderson, KBMT; Las Vegas, KENO; Reno, KATO; KNEV, KOHL.

SYMBOLS: { * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclear

NEW HAMPSHIRE

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CONCORD	WKXL	1450	250w	C.K	Young	9		35	18	25	5	20	2	2	3		AP		
ENE	WKNE	1290	5kw	CBS	Meeker	10		25	3	6	15	2*	3	1			AP;T		
CONIA	WLNU	1350	5kw-D	A.K	Grant			45	10	5	9	4	4	1			AP;LW		
ANCHESTER	WFEA	1370	5kw	CBS	Everett-McK	8		43	5	6	4	9	2*	5	1	1	AP;T		
	WKBR	1240	250w		Young	1		75	2	2	2	16	2*	4	3	11	UP		
	WMUR	610	5-D,1-N	ABC	Weed			56	7	2	5	22	1	4	2	2	UP;W		
ASHUA	WOTW*	900	1kw-D		Walker			50	1	1	5	12	3	1	2	5	IP;W		
CHESTER	WWNH	930	5kw-D		Webb			40	19	11	13	12	x*	3	2	2	UP		

INFORMATION: Berlin, WMOU; Claremont, WTSV; Lebanon, WTSI; Portsmouth, WHEB.

NEW JERSEY

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
BURY PARK	WJLK*	1310	250w					40	35		10	11	x*	3	1	2	AP;LW		
ANTIC CITY	WFPG*	1450	250w	CBS	Pearson	x	1	x			4	x	2*	2	1	8	3		
EDGETON	WMHD	1340	250w	A.M	Stars Nat'l	6	1	62	12		9	12	10*	3	2	6	AP;A,W		
MDEN	WSNJ*	1240	250w	KBS	T. Clark	GMB	1		70	19		9	10	2*	2	10	2	UP;T	
	WCAM	1310	250w					24	84				14			4	71	UP;St.C	
	WKDN	800	1kw-D		Rambeau			50	9	18	5	11	1*	2	2	3	AP		
LLVILLE	WMLV	1440	1kw-D					35	15	6	7	8	x*	2	3	3	UP;LW		
ORRISTOWN	WMTR	1250	1kw-D					35	41	1	2	8	2*	3	2	2	AP;LW		
EWARK	WAAT*	970	5-D,1-N		Weed		1	86		22	4	11				14	AP;A		
	WHBI	1280	2.5-D,1-N		(Sunday only)							20				20			
	WNJR	1430	5kw				1				6	1	5			130			
	WNJN	620	5kw				3	70			12	7	1*				UP;W,St		
EW BRUNSWICK	WCTC	1150	250w					70	10	4		18	7*		3	1	AP;LW		
TERSON	WPAT	930	5kw					38	88			21					UP		
EASANTVILLE	WOND	1400	250w				2	83	14		4	11	2				AP;T,St		
ENTON	WBUD	1250	1kw		United			89				7	2*	2		13	16	AP;W	
	WTNJ	1300	250w-D		Webb			x			3	1	3*		1	4	3	UP	
ELAND	WTTM	920	1kw	NBC	Forjoe		1	46	7		5	15	2		2	2	1/4	AP;T	
LDWOOD	WWBZ	1360	1kw		Gill-Perna			60			5	20	6		6	2	UP;W		
	WCMC	1230	100w	KBS				110	6	2	1	14	1				AP		

NEW MEXICO

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
AMOGORDO	KALG	1230	250w	M,K		5		7	3	9	4	20	14*	2	14		UP;T		
BUQUERQUE	KABQ	1310	250w	M,K	R. O'Connell	5		42	9	32	5	17	8*	3	2	15	AP;T		
	KDEF	1280	1kw-D		McGillvra			77				7					AP;St		
	KGGM	610	5kw	CBS	Weed	10		15	8	1	1	13	2*			6	AP,UP;W	C	
	KHFM‡	96.3	1400w					66	2		1						UP;A,T		
	KOAT	860	1-D,500-N	ABC		5		50	20	12	3	20	3*	3	2		UP,AP;LW		
	KOB	770	50-D,25-N	NBC	Branham	7	1/2	45	2	12	5	11	3*		2		3†	UP;St,C	
TESIA	KSVP	990	1-D,250-N	M,K		9		25	3	10	7	15	5	5	6	3†	UP		
ARLSBAD	KAVE	1240	250w	CBS	Branham	9		33	27	11	4	28	x*		1	2†	AP		
	KPRM	740	1kw-D		McGillvra			15	15	9	4	7	2*		1	3†	AP;LW		
AYTON	KLMX	1450	250w	KBS	Best			22	6	18	9	2	4*	2	4		UP;T		
OVIS	KCLV	1240	250w		Pearson			56	5	28	14	1	1*		2		UP;LW		
MING	KOTS	1230	250w-D	KBS				42	4	6	1	11	1*	2	2	6†	UP		
RMINGTON	KVBC	1210	250w					52	15	21	5	14	7*		1		UP;W		
LLUP	KGAK	1230	5-D,1-N		McGillvra			37	11	20	6	22	5*	3		16	1P;I,W,		
BBBS	KHOB	1280	1kw-D					58	1		3	11	2*				AP		
S CRUCES	KOBE	1150	250w	M,K		5		10	3		2	8	3	2	2	9†			
S ALAMOS	KRSN	1490	250w	ABC	Hollingsberry	8		46	25	2	4	11	2*	1	5	1†	UP;A		
WINGTON	KLEA	630	500w-D		Melville			46	4	22	6	6	5*	1	5	1†	UP;St		
RTALES	KENM	1450	250w	KBS				48	12	32	6	15	10*	2	2	1†	UP;LW, McG		

NEW MEXICO (continued)

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ROSWELL	KBEM	910	5kw-D	KBS	T. Clark			35	3	11	4	9	8*	2	3	AP	
	KGFL	1400	250w	MBS	Branham	8	-	40	3	9	6	12	11*	2	6	4†	...	UP;W,LV	
	KSWN	1230	250	NBC	Meeker	7	-	25	13	6	3	11	3*	2	4	AP;T	
SILVER CITY	KSL	1310	250w	CK	Branham	8	-	18	3	6	-	14	3*	2	2	7†	...	AP	
TUCUMCARI	KTNM	1100	250w	MK	Melville	5	..	30	1	7	5	15	4*	-	1	5†	...	UP;W	
TRUTH OR CONSQ.	KCHS	1100	250w	KBS		53	12	10	8	11	7*	2	7	UP	

NO INFORMATION: Clovis, KICA; Gallup, KGAK; Hobbs, KWEW; Las Vegas, KFUN; Raton, KRTN; Santa Fe, KTRC, KVSE.

NEW YORK

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ALBANY	WABY	1400	250w	..	Rambeau			70	9	3	1	10	1*	-	4	...	UP		
	WOKO	1460	5kw	..	McGillvra	70	8	6	2	18	3*	2	2	5	...	AP	
	WPTR	1540	50kw	MBS	Weed	7	..	45	½	23	..	14	1	1	1	1	...	INS,AP;A Se,W	
	WROW	590	5-D,1-N	ABC	Bolling	6	1	25	5	15	2	..	2	...	UP;T		
	WSNY	(See SCHENECTADY)																	
	WTRY	(See TROY)																	
AMSTERDAM	WCSS	1190	250w	..	McGillvra	112	4	7	2	14	5	3	3	15	...	W	
AUBURN	WMBO	1310	250w	MK	Thos. Clark	6	-	47	5	3	9	22	7*	1	3	...	AP;W		
BATAVIA	WBTA	1190	250w	MBS		3	..	15	5	3	1	25	2*	3	1	...	AP;W		
BINGHAMTON	WENE	(See ENDICOTT)																	
	WINR	680	1-D,500-N	NBC	Hollingbery	7	-	51	2	1	5	18	1	1	1	1	...	UP;LW	
	WKOP	1360	1kw	MBS	Headley-Reed	6	-	80	2	5	6	20	25	-	2	7	...	AP;W	
	WNBF	1290	5kw	CBS	Bolling	11	..	21	4	1	8	17	4	2	1	½	...	AP;T	
BUFFALO	WBEN*	930	5kw	CBS	Christal	10	1	40	2	2	2	15	3	3	3	...	All; LW		
	WBNY*	1100	250w	..	Young			92	18	8	5	28	2	-	1	...	AP,UP;S W,A,T		
	WEBR	970	5kw	MBS	Katz	1	2	87	5	2	1	15	7*	2	All;Se,T,S	
	WGR	550	5kw	NBC	Free & Peters	9	1	37	3	..	9	18	5*	2	2	...	¾	UP	
	WJL	(See NIAGARA FALLS)																	
	WKBW	1520	50kw	ABC	Avery-Knodel	5	24	65	7	11	14	11	1*	3	11	4	4	UP	
	WJS	(See LOCKPORT)																	
	WWOL	1120	1kw-D	..	Forjoe			34			2	4	1	2	..	34	UP		
	WXRA	(See KENMORE)																	
CORNING	WCJ*	1150	250w	ABC	Meeker	9	-	16	13	3	5	15	6*	3	1	...	½	AP;T	
CORTLAND	WKRT*	920	1kw	..	Gill-Perna			90	5	9	6	x	2*	3	3	1	...	UP;LW	
DUNKIRK	WFGB	1110	500w	..	Walker			35	5	10	6	1	3	3	2	...	UP;W,T		
ELMIRA	WELM	1100	250w	C,A	Meeker	8	24	78	3			17	3*	5	4	...	½	AP	
ENDICOTT	WENY	1230	250w	MN	Everett-McK	9	1	36	8	4	18	18	11*	7	4	...	AP;W		
FULTON	WENE	1130	5kw	ABC	Radio-TV Reps	9	-	50	8	4	8	18	x*	5	1	...	UP;A		
GLENS FALLS	WOSC	1300	1kw-D	KBS	Best			50	5	5	6	2	2*	4	2	...	UP;T		
GLOVERSVILLE	WWSC	1150	250w	ABC		5	-	10	12	6		18	1	8	AP;T		
HEMPSTEAD	WENT	1310	250w	CBS	Gill-Perna	10	-	25	2		25	21	5*	2	UP		
HORNELL	WHLI*	1100	250w	..	Rambeau			61	27	3	14	2	1	1	1	...	UP;W,T,A		
HUDSON	WLEA	1180	1kw-D	MK	Gill-Perna	1	-	40	5	9	2	7	x	2	1	2	...	UP	
HUNTINGTON	WWHG*	1320	1kw	..	McGillvra			60	12	5	3	11	3*	3	9	...	AP;T		
	WHUC	1230	250w	..	McGillvra			14	10	9	2	18	2*	8	UP;W		
ITHACA	WGSM	710	100w-D	Keller				58	7		3	10	2	1	1	...	UP;W		
JAMESTOWN	WHCU	870	1kw-D	CBS		4	-	29	6	1	1	16	2*	6	2	...	UP;A		
	WJOC	1310	250w	MK	Gill-P; Ramb.	6	-	43	12	½	7	17	21*	2	5	4	...	AP;W	
	WJTN*	1210	250w	ABC	V,R&McC	7	-	16	20	6	6	20	6*	6	10	...	1	UP	
KENMORE	WXRA*	1080	1kw-D	..	Rambeau			36		1	5	9	2	2	..	7	1	UP;W	
KINGSTON	WKNY	1190	250w	MBS	Meeker	5	-	36	9	1	7	22	7*	6	2	1	1	UP	
LITTLE FALLS	WFH	1230	250w	MK	McGillvra	6	-	85	8	4	5	11	3	2	..	2	...	AP;W	
LOCKPORT	WUSJ	1310	250w	..	Gill-Perna			64	12	5	9	12	2	3	3	..	AP;W		
MIDDLETOWN	WALL	1310	250w	KBS				65	14	1	3	16	2	3	3	2	...	AP	
NEWBURGH	WGNY	1220	1kw-D	Ketchell-Carter				35	7		1	7	2	1	37	...	AP		
NEW ROCHELLE	WNRC*	1160	500w-D					120	10			7	1	4	..	4	UP		

SYMBOLS: * am-fm station
/ fm station

D—daytime power
N—night power

• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

NEW YORK (continued)

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	DAILY HOURS			WEEKLY HOURS							
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
NEW YORK	WAAT	(Sec NEWARK)																
	WABC*	770	50kw	ABC	Petry		7	60	6	11	25	5*	5	3	—	1/2	INS,AP	
	WBXN	1380	5kw	—	King-Flamm		—	20	17	42	9	4	2	—	50	—	AP;Se	
	WCBS*	880	50kw	CBS	CBS Spot	11	24	26	35	—	—	15	x	—	—	—	All;LW	
	WEVD*	1330	5kw	—	—	—	1	2	8	—	12	—	—	57	1	—	UP;Se	
	WGHF‡	101.9	20kw	—	—	—	3	—	70	—	2	x	—	—	—	—	UP;Se	
	WGSM	(See HUNTINGTON)																
	WHBI	(See NEWARK)																
	WHLI	(See HEMPSTEAD)																
	WHOM*	1480	5kw	—	—	—	2	—	—	—	—	—	—	112	20	—		
	WINS	1010	50kw	—	—	—	24	125	—	—	5	10	25*	—	—	—	UP,INS	
	WLIB	1190	1kw-D	—	Forjoe	—	—	30	5	—	5	4	—	18	66	AP;Se		
	WMCA	570	5kw	—	AM Sales	—	24	127	—	—	—	11	9*	—	—	2	AP;W	
	WMGM*	1050	50kw	—	Rambeau	—	2	90	2	7	1	21	14*	6	—	—	AP,UP	
	WNEW	1130	50-D,10-N	—	Blair	—	24	144	6	—	2	14	—	3	—	—	NY News, AP	
	WNJR	(See NEWARK)																
	WOR*	710	50kw	MBS	—	6	24	55	17	—	4	25	3*	5	3	—	UP,INS;A	
	WOV	1280	5kw	—	Radio-TV Rep	—	3	30	4	—	3	x	—	6	63	60	AP;St,McG	
	WPAT	(See PATTERSON)																
	WQXR*	1560	50kw	—	Raymer	—	1	8	104	—	2	9	—	—	—	—	NYT,A,Se	
	WRCA*	660	50kw	NBC	NBC Spot	8	1	45	32	1	2	19	2*	—	4	—	All;T	
	WVNJ	(See NEWARK)																
	WWRL	1600	5kw	—	—	—	24	—	—	20	4	1*	3	—	109	51	AP;A,Se	
	WWRL‡	105.1	20kw	—	—	—	—	—	38	—	3	—	—	1/2	—	—	AP;Se	
AGAWA FALLS	WJJL	1440	1kw-D	—	Pearson	—	—	40	1	8	8	10	2	—	2	—	8	UP
ORWICH	WCIN	970	500w-D	—	McGillvra	—	—	33	11	12	4	11	2*	3	4	—	UP;T	
EDENSBURG	WSLB*	1400	250w	MBS	—	4	—	36	3	5	12	24	8	3	2	—	UP	
LEAN	WHDL*	1450	250w	ABC	Everett-McK	9	—	28	20	4	6	24	3*	—	2	—	AP;A,W	
LEONTA	WDOS	1400	250w	MBS	Radio-TV Reps	6	—	55	16	1	4	16	10*	4	8	—	UP;A	
PATCHOGUE	WALK*	1370	500w-D	—	Webb	—	—	80	25	—	3	14	3*	1/2	2	2	AP;A,C	
EKSKILL	WLNA	1420	1kw-D	—	—	—	—	30	7	2	11	—	3	—	2	—	UP;W,Se	
ATTSBURG	WEAV	960	1kw	ABC	Gill-Perna	10	—	13	7	6	5	22	7*	1/4	1/4	—	UP;W	
	WIRY	1310	250w	M,K	Young	4	—	24	22	2	6	21	2	3	4	—	AP;A	
WIGHKEEPSIE	WEOK	1390	1kw-D	—	Everett-McK	—	—	71	3	2	—	8	1	2	7	1	UP;LW	
	WKIP	1450	250w	ABC	—	4	—	36	5	—	—	12	2*	—	1	—	AP;A	
VERHEAD	WRIV	1390	500w	(Same as WALK, PATCHOGUE)														
CHESTER	WBBF	950	1kw	MBS	Cooke	5	2	60	12	—	4	15	3*	3	—	—	AP;T	
	WHAM	1180	50kw	NBC	Hollingbery	8	1	30	5	2	5	4	3	5	12	—	UP;W	
	WHEC	1460	5kw	CBS	Everett-McK	10	—	22	4	—	4	13	3	3	—	1/2	—	AP
	WIFM‡	98.9	20kw	NBC	Hollingbery	5	—	12	3	1	1	6	2	3	12	—	UP;W	
	WRNY*	680	250w-D	—	Rambeau	—	—	30	75	—	1	—	5	—	2	—	T;Se,A,St,C	
	WSAY	1370	1kw	—	Webb; Walker	—	1/2	86	1	5	8	15	1	2	1/2	9	2	—
	WVET	1280	5kw	ABC	Bolling	8	—	66	9	3	6	19	6*	—	4	—	UP;A	
RANAC LAKE	WNBZ	1450	250w	A,K	Rambeau	8	—	13	19	2	3	7	2*	—	—	—	AP;W,C	
RATOGA SP'NGS	WSPN	900	250w	—	—	—	—	45	24	6	3	1	2	—	3	—	AP;W	
HENECTADY	WGY	810	50kw	NBC	Christal	9	24	30	3	—	6	11	3	7	9	—	AP,UP	
	WSNY	1240	250w	—	—	—	—	104	12	—	—	10	3*	—	7	—	AP;LW	
RACUSE	WAGE	620	5-D,1-N	ABC	V,R&McG	5	—	60	4	12	2	15	2	6	1	2	AP;St	
	WFBL	1390	5kw	CBS	Free & Peters	11	—	43	7	—	1	7	1	—	12	—	UP	
	WHEN	620	5kw	ABC	Katz	—	—	40	24	—	11	18	3*	5	2	2	AP;St	
	WOLF	1490	250w	—	Walker	—	2	82	5	17	4	10	1*	6	3	3	AP;St	
	WSYR*	570	5kw	NBC	Christal	9	—	34	4	15	3	18	2	2	17	—	UP;LW,C	
JOY	WHAZ	1330	1kw	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
	WTRY	980	5kw	CBS	Headley-Reed	10	—	30	6	—	2	18	2	—	1	—	UP;C	
ICA	WGAT	1310	1-D,500-N	—	McGillvra	—	—	67	6	11	3	10	10	2	8	—	AP	
	WIBX	950	5kw	CBS	Walker	10	1/4	20	8	15	1	16	3*	3	13	6	UP;W	
	WRUN	1150	5-D,1-N	ABC	Avery-Knodel	5	—	37	4	46	6	12	x*	6	6	7	AP;C	

NEW YORK (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WALTON	WDLA	1270	1kw-D	KBS	Rambeau			28		6	2	6	2		14			UP
WATERTOWN	WWNY*	790	1kw	CBS	Weed		10		10	11	3	5	12	3	3	3		UP;T,W
WHITE PLAINS	WFAS*	1230	250w		Headley-Reed			17	49				14	2				W
RURAL RADIO NET	(17 am & 13 fm stations)			Avery Knodel		17		10	50	3	2	6	1	2	18			UP;A

These fm stations program 11 hours from WQXR and 6 hours of RRN daily: WHLD-FM Niagara Falls, WRRL Buffalo, WRRE Bristol Center, WHDL-FM Olean, WRRA Ithaca, WRRD DeRuyter, WRUN FM Utica-Rome, WWNY-FM Watertown, WMSA-FM Massena, WRRC Cherry Valley, WFLY Troy, WRRH Poughkeepsie, WEJL Scranton. These am affiliates program partly from the network: WHLD Niagara Falls, WKBW Buffalo, WJAM Rochester, WJTN Jamestown, WHCU Ithaca, WAGE Syracuse, WRL Utica-Rome, WWNY Watertown, WMSA Massena, WELM Elmira, WGY Schenectady, WKIP Poughkeepsie, WGNY Newburgh, WDLA Walton, WNBF Binghamton, WQX-BR Scranton.

NO INFORMATION: Bristol Center, WRRE; Cherry Valley, WRRC; Corning, WCBA; De Ruyter, WRRD; Freeport, WGBB; Genova, WGVA; Ithaca, WRRA; Liberty, WVO Malone, WGY; Massena, WMSA; Mineola, WKBS; Niagara Falls, WHLD; Port Jervis, WDL-C; Rome, WKAL; Syracuse, WNDR; Troy, WFLY; Watertown, WATN; Wethersfield, WRRI.

NORTH CAROLINA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ALBEMARLE	WABZ	1010	1kw-D	KBS	Dora-Clayton			50	5	20	10	7	1/2	5	12			AP;W
ASHEBORO	WGWR*	1260	1kw-D	KBS				43	3	27	9	12	7*		3			UP;T
ASHEVILLE	WISE	1310	5-D,1-N	NBC	Bolling	9		12				9			5			AP
	WLOS*	1380	5-D,1-N	ABC	V,R&McL	10		30	6	6	4	15	4*	4	6			UP;W
	WSKY	1230	250w		Rambeau		1	18		75	47	x	x*				20	AP
	WWNC	570	5kw	CBS	H-R	10		32	1	8	3	13	2*	2	3			UP;T
BREVARD	WPNF	1240	250w		Continental	9		18	5	9	13	12	2*		2			AP
BURLINGTON	WBBB*	920	5kw-D	M,K	McGillyra	5		28	2	15	3	11	3*	3	6		5	AP;A
	WFNS	1150	1kw-D		Sears & Ayer			30	6	21	8	9	2*	6	2		4	UP;W
CHAPEL HILL	WCBL	1360	1kw-D		Indie Sales			40	40	2		7	1*		1			AP;LW
CHARLOTTE	WAYS	610	5-D,1-N	ABC	Bolling; Ayers	9		24	2	6	2	10	1	2	1			UP
	WBT	1110	50kw	CBS	CBS Spot	8		38	7	6	9	15	1*	3	3		1/4	AP,UP;W
	WGIV	1600	1kw-D		Forjoe			30	7	9	12	7	1	3	9		58	AP;C
	WIST	930	5-D,1-N	MBS	Free & Peters	3		67	13	1	5	10	16*	3	3			AP
	WMIT‡	106.9	325kw		Grant Webb			68	37	6		4						St
	WSOC*	1210	250w	NBC	H-R		8	30	5	2	8	10	2*		4			AP
	WWOK	1180	1kw-D		Dora-Clayton			45		20	8	2*				45	UP	
DUNN	WCKB	780	1kw-D	KBS				14	8	19	6	10	1/2	1	4		3	UP;W

SYMBOLS: * fm station † fm station

D—daytime power
N—night power

• local spots covered
† Mex. Span. included

* figure unspecified category unclaimed

Nothing SELLS like a LOCAL PERSONALITY!

For twenty-five years we've custom-tailored our WIBX Personalities to the Utica market . . . that means they're custom-tailored to sell your products! Nothing sells like a Local Personality — in the Utica market, nothing sells like a WIBX Personality!

5:00-7:00 A.M. Farm and Home Show with Ed Slusarczyk keeps the oreo posted on time, weather, news, music, rurrol events!

7:05-8:55 A.M. Musical Clock with "Uncle Ralph" Allinger wakes up WIBX-land, keeps it owoke with news, weather time, music!

3:45-4:00 P.M. Homemaker Harmonies with Ellen T. Burt keeps the ladies informed obaut Women's News ond hints an hamemoking!

4:00-5:00 P.M. Town and Country Show with Ed Slusarczyk blends music into farm ond city news, ond interesting highlights!

5:00-6:00 P.M. Time for Dave with Dave Scott whose warm personolity and friendly chatter mix with music in o selling maod!

WIBX is CBS IN UTICA, NEW YORK

5,000 WATTS FULL TIME
For Low Rates On These
High-Rated Programs Contact:
WALKER REPRESENTATION CO.
On The West Coast Contact:
WALTER BIDDICK CO.

NORTH CAROLINA (continued)

City	Call letters	Freq.	Power	Natl network		Post mld	DAILY HOURS			WEEKLY HOURS							
				National rep	Network		Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
URHAM	WDNC*	620	5kw	CBS	Raymer	8	29	2	3	17	18	6*	3	2	...	11	UP
	WSRC	1410	1kw-D		Rambeau; D-C		x	x	x	x	x	x	x			86	
	WSSB	1190	250w	MBS	McGillvra	2	27		33	5	15	x*		2		21	
	WTIK	1310	1kw	ABC	Bolling	6	70	9	11		15	8*	2	8		7	AP;St
IZABETH CITY	WCNC	1240	250w	M,K	Burn-Smith	10	36	2	12		6			3		UP;LW,Se	
	WGAI	560	1-D,500-N	ABC		7	22	7	2	8	15	2*	3	5		3	AP;W
	WIFM*	1510	250w-D				28	4	26	5	7	x*	1	7		UP	
	WFAI	1230	250w	C,K	Thos. Clark		37		19	6	13	4*	1/2	1/2		17	AP;T
KIN	WFLB	1490	250w	ABC	Burn-Smith	10	40	2	8	10	23	x		2		15	AP;W
	WFNC*	1390	5-D,1-N	MBS	Walker	6	16	5	11	12	9	6*	2	6		13	UP
	WGNC*	1450	250w	ABC	Continental											UP;LW	
	WFMC	730	1kw-D	KBS			25	5	31	10	6	1	1	1		10	UP;W,LW,Se
RENSBORO	WBIG	1470	5kw	CBS	Hollingbery		32	3	7	5	12	8*	3	7		1/4	UP;W
	WCOG	1320	1kw	ABC	Bolling	7	64	10	10	10	24	1	2	2		UP	
	WMFR	(Sec HIGH POINT)															
REENVILLE	WGTC	1590	5-D,1-N	MBS	Pearson	4	60	2	22	6	11	3	1	5		5	UP;A,C,W,
ENDERSON	WIINC	890	1kw-D	M,K		1	40	2	41	6	8	4*		6		11	LW
ENDERSONVILLE	WIHKP	1450	250w	A,K	Cooke	9	40	7	8	10	13	7*		3		UP;St,McG	
ICKORY	WHKY	1290	5-D,1-N	ABC	Walker; D-C	8	25	5	14	5	6	2*		x		x	UP;W
	WIRC	630	1kw-D		Pearson		30	7	12	4	8	4*	3	3		AP;LW	
	WHPE*	1070	1kw	KBS			40	7	16	6	11	2*	5	3		7	AP;W
GH POINT	WMFR*	1230	250w	ABC	Burn-Smith	x	x			10	19	3	2	3		3	
	WNOS*	1590	1kw-D		United		50		16	6	7			4		24	AP;A
	WJNC	1240	250w	M,K		6	40	10	6	8	14	3*	5	6		1/2	AP;W
ANNAPOLIS	WGTL	870	1kw-D				x				x	x		x		UP;LW,W	
NGS MOUNTAIN	WKMT	1220	1kw-D				28		20	10	x				7	UP	
NSTON	WELS	1010	1kw-D	KBS	Devney				18		2	2	3	3		15	UP;T
	WFTC	960	5-D,1-N	ABC	Best	x	51	9	18	1	14	3*	2	15		6	AP;LW
MURINBURG	WEWO	1080	1kw-D	KBS	Dora-Clayton		43	13	18	13	10	2	3	4		5	AP,UP;T
AKSVILLE	WLOE*	1490	250w	KBS			49	7	22	4	12	x		2			AP
NCOLNTON	WLON	1050	500w-D				25	7	12	6	8	1		3		1	AP
JMBERTON	WAGR	1480	1kw	ABC	Walker	9	20	4	18	9	16	7*	1	2		3	UP;LW
ORGANTON	WMNC	1490	250w	NBC		10					x			x		AP	
OUNT AIRY	WPAQ	740	10kw-D	KBS	Thos. Clark		13	2	23	22	9	1		3		AP;St	
	WSYD	1240	250w	MBS		10	41	6	14	10	12	1*	1	1/2		3	
EW BERN	WHTIT	1450	250w	MBS	Pearson	x	38	13	10	4	15	5*		2		3	UP;LW
	WOOW	1490	250w	KBS			50	4	70	5	x	1		x		6	AP;T
	WILKESBORO	810	1kw-D	KBS			34	6	37	3	10	x*	2	4		3	AP;T
ALEIGH	WMSN	570	500w-D				40		47	25	14			3		AP	
	WNAO	850	10-D,5-N	ABC	Weed	10	30		28		21					10	AP,W
WPTF*	680	50kw	NBC	Free & Peters	8	24	3	7	5	9	4*	3	8			AP,UP;T	
	WRAL*	1240	250w		Forjoe		62	8	7	4	3	x*	3	2		9	
	WFRC	1600	1kw	A,K		10	x		12		8					6	AP;T
ANOKE RAPIDS	WRCV*	1220	250w-D		Webb		26	6	28	10	12	4*	3	3		7	UP;St
	WCBT*	1230	250w	M,K	Continental	8	10		6		x			3			UP;Se
CKINGHAM	WAYN	900	1kw-D				36	3	21	6	9	3		2			UP;W
CKY MOUNT	WCEC	810	1kw-D	KBS	Pearson	1	21	2	18	12	7	10*	4	6		8	AP
	WEED*	1390	1kw	ABC	Burn-Smith	7	35				14		4	12			T
XBORO	WRXO	1430	1kw-D				23		21		6		1	6		4	UP;W
	WSAT	1280	1kw	ABC	McGillvra	8	45	1	22	9	13	11*		2		16	UP
INFORD	WWGP*	1050	1kw-D	KBS			21	11	20	7	21	20*	7	14		7	UP;W
	WNCA	1570	1kw-D		Best		45	7	14	7	14	2	3	2		5	UP;Se
LTHFIELD	WMPM	1270	1kw-D				35	2	42	7	9	1/2	1	8		4	UP;C
	WEEB	990	2kw-D		Holman		12	7	4	8	4	2*	3	2		17	AP;A
ATESVILLE	WSIC*	1400	250w	MBS	Southern	5	20	3	20	3	5	3		5		AP;W	
	WCPS	760	1kw-D		Dora-Clayton		31		10	6	12	x*		9		15	UP;T
OMASVILLE	WTNC*	790	1kw-D		Continental		24	12	24	10	10		6			UP;Se	
	WTYN	1580	250w				28	4	28	2	7	1*	1/2	2		7	UP
ADESBORO	WADE	1210	1kw-D	KBS	Walker			1	41	2	12	4*		3		40	UP;T
	WLSE	1400	250w	KBS		7	28	2	18	5	14	6*	3	14		6	AP:LW
ASHINGTON	WHEED	1340	250w	KBS		1/2	42	7	25	5	15	x*		3		3	UP
	WRRF	930	5kw	ABC	Walker	8	37	5	9	7	22	2		2		6	AP;T
AYNESVILLE	WIIHC	1400	250w	M,K	Continental	7	8	1	20	8	8	3	1	3			

NORTH CAROLINA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
WHITESVILLE	WENC	1240	250w	M,K	Thos. Clark	5	..	21	8	32	7	15	1*	1	6	...	11	AP;T,L,V CO,Se
WILLIAMSTON	WIAM	900	1kw-D	KBS				36	8	14	8	8	14*	2	2	...	10	UP
WILMINGTON	WGNI	1340	250w	MBS	Walker	4	..	74		2	3	14	3*	1	..	3	UP;T	
WILSON	WMFD	630	1kw	ABC	Burn-Smith	11	..	x		10	16	10*	4	7	..	UP
	WGTM	590	5kw	CBS	Walker	8	..	22	11	24	8	11	4*	3	7	..	UP;T	
	WVOT	1420	1-D,500-N	MBS		4	..	21		7		6	5*	24	..	14	AP	
WINSTON-SALEM	WAAA	980	1kw-D		Forjoe		..	14			25			84	..	
	WAIR*	1340	250w	ABC	Meeker	6	1/4	60	13	10		13	x*	2	..	7	AP;W	
	WSJS*	600	5kw	NBC	Headley-Reed	9	..	36	4	13	7	16	2*	1/2	5	..	1/4	UP;LW

NO INFORMATION: Ahoskie, WRCS; Boone, WATA; Canton, WWIT; Clinton, WRRZ; Concord, WEGO; Forest City, WBBO; Fuquay Springs, WFVG; Gastonia, WLT; Goldsboro, WEQR; Greensboro, WGBG; WPET; Lenoir, WJRI; Lexington, WBUY; Lumberton, WTSB; Marion, WBRM; Monroe, WMAP; Mooresville, WHI; Morehead City, WMRL; Newton, WNNC; Oxford, WONF; Rocky Mount, WFMA; Salisbury, WSTP; Sanford, WEYE; Shelby, WOIS; Winston-Salem, WTOB.

NORTH DAKOTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS					
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
BISMARCK	KFYR	550	5kw	NBC	Blair	11	..	9	6	20	7	14	3*	..	10	..	UP;T
DEVILS LAKE	KDLR	1240	250w	M,K	Lawson	6	..	18	8	7	7	13	6*	2	6	..	Se,W
DICKINSON	KDIX	1230	250w	KBS	Holman		..	37	3	24	11	20	5*	5	6	..	UP,AP,S W,Se
FARGO	KFGO	790	5kw	ABC	Bolling	4	..	40		7	15	16	1	2	7	..	AP;St
	KVOX	1280	1kw	MBS	Walker	x	1	72	9	8	5	15	10*	2	3	..	UP
	WDAY	970	5kw	NBC	Free & Peters	8	..	23	5	15	1	24	2	2	16	..	AP,UP;T
GRAND FORKS	KILO	1440	1-D,500-N	CBS	Everett-McK	8	..	33	5	2	4	17	2	1	2	..	AP;T
	KNOX	1310	5kw	M,K	Rambeau	5	..	35	7	6	5	20	15*	3	12	..	UP
HETTINGER	KNDC	1490	250w		Lawson		..	30	10	24	14	21	1*	6	16	..	UP;T
JAMESTOWN	KEYJ	1400	250w	M,K			..	12	4	3	3	14	10*	3	2	..	UP
	KSJB	600	5kw	CBS	Weed	11	..	28	6	3	9	16	4	1	7	..	UP,AP
MANDAN	KGGU	1270	1-D,250-N	M,K	Walker	10	..	22	3	8	7	6	18*	..	2	..	AP:LW
MINOT	KCJB	910	1kw	CBS	Weed	8	..	19	15	4	8	28	10*	2	5	..	UP:A
	KLPM	1390	5-D,1-N	MBS	Walker	8	..	16	2	6	15	20	4*	3	3	1/2	AP;W
VALLEY CITY	KOVC	1490	250w	M,K		8	..	35	4	6	10	16	x	2	4	..	St
WILLISTON	KWBM	1150	250w	KBS			..	60	1	16	2	15	7*	6	22	..	UP;St

OHIO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
AKRON	WAOC	1350	5kw	CBS	Hollingbery	11	24	83	9	3	12	23	6	3	1	2	UP;W	
	WAKR*	1590	5kw	ABC	Weed	4	1	62	2		6	15	2*	2	3	1	UP,AP	
	WCUE	1150	1kw-D		Pearson		..	72			5	16				..	UP	
	WHKK	610	1kw	MBS	Bolling	3	..	58		14	14	11	x		3	..	UP	
ALLIANCE	WFAH*	1310	1kw-D		Rambeau		..	30	20		6	13	x*	3	3	..	AP;LW,W	
ASHLAND	WATG*	1340	250w		McGillyra		..	51	20	6	9	12	11*	5	1	..	AP;T	
ASHTABULA	WICA*	970	5-D,1-N		Everett-McK		..	50	8	13	5	16	19*	3	4	1	UP;T	
ATHENS	WATH	970	1kw-D		Continental		..	15	3	22	7	17	2*	1/2	2	..	UP;Se	
BELLAIRE	WTRX	1290	1kw	MBS	Hollingbery	5	..	50	12		6	10	12*	3	2	10	1/4	UP
BELLEFONTAINE	WOHP	1390	500w-D	KBS			..	16	7	23	7	4	4*	1	1	..	AP;T	
CAMBRIDGE	WILE	1270	1kw-D	KBS			..	10	2	7	8	13	3*	2	2	..	AP;St	
CANTON	WAND	900	500w-D	KBS	Best		..	40	10			6	2				AP;St	
	WCMW	1060	1kw-D		McGillyra		..	21		18		12	1		2		INS;W,T	
CHILLICOTHE	WHBC*	1480	5kw	ABC	V,R&McC	5	1	70	13		6	17	11*	4	2	1/4	AP	
	WBEX	1490	250w	A,K	Grant		..	72		6	12	6	1*	1	2	3	UP	

SYMBOLS: { * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

OHIO (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
INCINNATI	WCIN	1480	1kw-D					2	3		32	7		2			84	INS
	WCPO	1230	250w	MBS	Branham	1	1	91			3	11	2*					UP
	WKRC*	550	5-D,1-N	CBS	Katz	x	1	45	12			17	2	2	11			AP;Se
	WLW	700	50kw	NBC	Crosley	8	24	48	8	30	14	19	1	4	10			AP,INS;T
	WSAI	1360	5kw	ABC	Weed	3	1	12	6		6	5	7*	3				UP;W
CLEVELAND	WDOK*	1260	5kw		Everett-McK		4	100	23			7	1			6		INS,UP
	WERE*	1360	5kw		V,R&McC		1	75		3		10	1*	3		7		AP,INS;St
	WGAR	1220	50kw	CBS	Christal	9	24	102	15	2	2	16	3*	3	1		1/4	UP,INS
	WHK*	1420	5kw	MBS	Headley-Reed	4	1	53	2	4	2	11	1	3		2		AP
	WJMO	1590	1kw-D		United			60			14	6	2			9	75	
	WJW*	850	5kw	ABC	Katz	4	2	45	6	5	8	18	3	5		2	17	UP;St
COLUMBUS	WSRS	1490	250w		Forjoe		24	50				21	4			4	20	AP,INS;A
	WBNS	1460	5-D,1-N	CBS	Blair	9	1	53	2		3	13	2*	4	2			AP
	WCOL*	1230	250w	ABC	H-R	4	1	60	15	13	14	19	3*	3	3	1	AP	
	WRFD	(See			WORTHINGTON)													
AYTON	WTVN	610	5kw	MBS	Katz	5	1	50	6		8	17	3*		4			All;LW,W
	WVKO*	1580	1kw-D		Forjoe			70				14	4*			12		UP;St,C
	WING	1410	5kw	ABC	H-R	4	1/2	49		10		3	5	3		1/2		W
EFIANCE	WONE	980	5kw		Headley-Reed		1	100	5	18	6	6	2*		3			AP;C
	WONW	1280	500w		Devney			53	10	20	6	13	1*		4			AP;A
OVER	WJER	1450	250w	KBS				35	26	2	8	14	6*	12	6			UP;T,W
	WOIIH	1490	250w	A,K		x		77	3	4	15	x	14*	5	5	3		AP;W
AST LIVERPOOL	WEOL*	930	1kw		Walker			74	21	4	8	4	2					UP;T
	WFOB*	1430	1kw	KBS				89	3	30	3	9	5*		2	1	2	UP;W,Se,C
REMONT	WFRO*	900	500w-D		Best			30	4	6	5	10	1*	2	2			UP;St
	WJEH	990	250w-D	KBS	W. S. Grant			12	2	12	12	9	3*	2	12	3		UP;W
AMILTON	WMOH	1450	250w	KBS	Grant			70	9	5	8	17	2*	2	5	1/2	UP;LW,Se	
	WIRO	1230	250w	M,K	McGillvra	6		35		14	24	11	4		12			UP;KBS
ACKSON	WLMJ	1280	1kw-D	KBS	Davis			20	6	8	10	4	x*	2	2			UP
	WHOK	1320	500w-D					35	3	12	8	10	9*	5	6			UP;T
MA	WIMA*	1150	1kw	ABC	Weed	4		75	8		6	15	25*	8	8			AP
	WMOA	1490	250w	MBS	McGillvra			47	2	3	12	15	6	2	5			AP;Se
ARION	WMRN*	1490	250w	ABC				10	12		5	7	1*	3	9			UP
	WIDLETTOWN	WPFB	910	1kw		Webb		1	30	8	25		11	7*		1		AP;T
EWARK	WCLT*	1430	500w		Meeker			40	25		2	4	12*	5	4			AP
	WPTW	1570	250w-D	KBS	Best			49	11	4	6	9	10*	1	4			AP;W
ORTSMOUTH	WNXT	1260	5-D,1-N	ABC	Everett-McK	6	1/2	55	7	9	5	19	15*	1/2	2			UP
	WPAY*	1400	250w	CBS	V,R&McC	10		30	3	1	3	29	4*	4	1			AP
RINGFIELD	WBLY	1600	1kw-D		McGillvra			70	1	1	1	3	3					A
	WIZE	1310	250w	ABC	H-R	4		50	1	4	3	9	3*		2	3		AP;W
TEUBENVILLE	WSTV*	1340	250w	MBS	Avery-Knodel	5	1	80	4		4	21	7*	2	2	2	1/2	UP
	WOHO	1470	1kw		Pearson			15	8	18	2	18	4*	2	3			AP;T,W
OLEDO	WSPD*	1370	5kw	NBC	Katz	x	1/2	52	6	1	7	15	4*	5	3	1/2	3	UP,INS;LW
	WTOD	1560	1kw-D		Forjoe			55	9	12	2	3	x*	5	2	6	4	AP;LW
ARREN	WHII	1440	5kw	MBS	Rambeau	3	2	49	12	1	14	13	4*	2	2	1	10	AP;A
	WCHO	1250	500w-D	KBS	Best			28	2	19	11	2	3*	3	6			AP;Se
ORTHINGTON	WRFD	880	5kw-D		Meeker			35	5	4	10	7	2*	4	21			AP;T
	WBBW	1240	250w	ABC	Weed	4	1	60	5	6	7	20	5	2	3	1		AP
MANESVILLE	WFMJ*	1390	5kw	NBC	Headley-Reed	7	1	50	6	4	2	14	4*	2	3	4		AP;UP;T
	WHIZ	1240	250w	NBC	Pearson	11		30		4		10	3	2	2			St

INFORMATION: Cincinnati, WCKY; Cleveland, WTAM; Coshocton, WTNS; Dayton, WHIO; Findlay, WFIN; Mansfield, WMAN; Mount Vernon, WMVO; Sandusky, WLEG; Springfield, WAVI; Toledo, WTOL; Wellston, WKOV; Wooster, WWST; Youngstown, WKBN.

OKLAHOMA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS						
						Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
KADA	KADA	1230	250w	A,K	V,R&McC	8	—	—	—	—	x	x					AP;ST
KWHW	KWHW	1450	250w	MBS	Pearson	3	—	40	7	20	4	16	x*	2	2	—	AP
KVSO	KVSO	1240	250w	A,K,M	V,R&McC	9	—	41	8	6	10	15	5*	2	5	1	AP;W,Se

OKLAHOMA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
CHICKASHA	KWCO	1560	1-D,250-N	M,K	Best	5	60	3	30	10	23	4*	1	6	AP
CLINTON	KWOE	1320	1kw-D	—	Best	—	—	—	—	—	—	—	—	—	—	—	—
DUNCAN	KRHD	1350	250-D	M,K	V,R&McC	7	35	..	26	6	11	12*	5	2	..	1/4	UP;W
ENID	KCRC	1390	1kw	A,K	Pearson	6	36	7	8	2	18	6*	2	2	AP;W
FREDERICK	KGWA	960	1kw	MBS	V,R&McC	—	40	6	12	—	33	5*	—	6	UP
GUYMON	KTAT	1570	250w-D	KBS	Best	—	35	5	15	2	7	5*	2	2	—
LAWTON	KGYN	1220	1kw-D	—	Best	—	14	3	6	2	12	1	—	6	UP;T,W
McALESTER	KSWO	1380	1kw	A,M	Pearson	7	30	5	4	9	17	30*	2	6	..	3	UP;W,L,W,St
MIAMI	KNED	1150	1-D,500-N	—	Pearson	—	60	—	25	3	11	x	—	2	—	—	AP;W,T
MUSKOGEE	KTMC	1400	250w	A,K,M,V,R&McC	—	—	—	—	—	—	—	—	—	—	—	—	—
OKLAHOMA CITY	KGLC	910	1kw	KBS	—	—	75	2	5	12	x	3*	—	UP;LW
OKMULGEE	KBIX	1490	250w	A,K,M,V,R&McC	—	7	45	4	7	12	x	1*	1	6	..	8	UP
PAULS VALLEY	KMUS*	1380	1-D,500-N	—	Pearson	—	116	7	5	5	11	3*	3	6	..	10	UP;W
PONCA CITY	KBYE	890	1kw-D	KBS	Radio-Tv; D-C	—	7	..	10	48	5	—	2	2	UP
PRYOR	KOMA	1520	50kw	CBS	Avery-Knodel	x	49	3	8	4	11	2	5	4	UP;W,St
SHAWNEE	KTOK	1000	5kw	ABC	Raymer	4	1	x	—	—	6	26	x*	4	AP
STILLWATER	KTOW	800	250w-D	—	Rambeau	—	64	4	..	1	11	2	1	—
TULSA	WKY	930	5kw	NBC	Katz	8	39	4	7	3	16	x*	3	6	UP,AP;S
WEWOKA	KIIBG	1240	250w	M,K	—	5	22	8	13	18	17	9*	—	2	..	9	AP
WOODWARD	KVLI	1470	250w-D	KBS	Best	—	31	7	17	10	13	3	1*	2	..	1/4	UP;LW
WBBZ	WBBZ	1230	250w	MBS	Pearson	x	47	2	17	9	30	16*	4	8	AP;W
KOLS	1570	250w-D	KBS	Best	—	—	28	4	28	12	14	x	—	4	AP;Se
KGFF	1450	250w	MBS	Best	—	5	32	15	10	6	20	8*	8	7	1	5	AP;LW
KSPI*	780	250w-D	MBS	Thos. Clark	—	2	32	2	..	5	7	2*	3	6	UP;St,W
KFMJ	1059	1kw-D	—	Bolling	—	—	60	..	12	—	7	—	—	—	—	..	UP;T
KOME	1300	5-D,1-N	KBS	Gill-Perna	—	—	54	—	23	14	1*	—	1/4	AP;A
KRMG	740	50-D,25-N	ABC	Blair	—	—	41	9	14	9	12	3*	2	15	—
KTUL	1130	5kw	CBS	Avery-Knodel	—	6	18	9	1	10	10	2	4	UP;W
KVOO	1170	50kw	NBC	Petry	—	9	24	55	4	9	13	15	2*	—	9	..	INS,UP;St,W
KWSH	1260	1kw	A,K	Venard	—	8	28	..	40	10	3*	—	1/2	..	x	..	AP;St
KSIW	1450	250w	M,K	Pearson	—	—	29	8	7	8	15	x*	—	3	AP;T

NO INFORMATION: Bartlesville, KWON; Blackwell, KBWL; Cushing, KWHP; Durant, KSEO; Elk City, KASA; Hobart, KTJS; Hugo, KHN; Idabel, KBEL; Norman, KNOF; Oklahoma City, KLPR; Poteau, KLCO; Tri-City, KWSH; Tulsa, KAKC.

OREGON

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ASHLAND	KWIN	1400	250w	M,K	Grant	10	14	3	10	10	16	2*	1	3	AP
BEND	KBND	1110	1kw	M,K	Grant	6	14	2	4	7	16	4*	2	3	UP;W
COOS BAY	KOOS	1230	250w	MBS	—	—	—	—	—	—	—	—	—	—	—	—	—
CORVALLIS	KCOV	1240	250w	—	—	—	78	8	4	2	4	—	7*	2	x	..	UP
COTTAGE GROVE	KRUL	1340	250w	—	McGillvra	—	96	5	6	—	x*	—	1	AP;C,Se
EUGENE	KOMB	1400	250w	—	—	—	48	16	15	6	12	3*	2	UP
KASHI	1600	1kw	A,K	—	—	7	27	12	13	8	17	x*	1	4	UP;C
KERG	1280	5-D,1-N	CBS	Weed	—	9	14	9	2	1	19	3*	2	2	AP;St
KORE	1450	250w	MBS	Everett-McK	—	8	75	—	6	3	10	2*	5	3	UP;W
KUGN*	590	5kw	NBC	Meeker	—	7	50	3	10	5	x	x	—	2	AP
FOREST GROVE	KRWC	1570	250w-D	—	Ayres	—	60	—	20	1/2	3	—	1	1	St
GRANTS PASS	KUIN*	1340	25kw	MBS	W. S. Grant	10	16	7	15	7	17	3	2	2	AP;W,McG
HOOD RIVER	KIIR	1310	250w	—	—	—	45	16	20	3	15	6*	10	1	AP;W
KLAMATH FALLS	KEJI	1150	5kw	MBS	W. S. Grant	10	18	6	4	3	22	4*	3	UP
LEBANON	KGAL	920	1kw	KBS	—	—	105	4	4	2	11	4*	2	2	AP;Se
McMINNVILLE	KMCM	1260	1kw	KBS	Continental	—	63	15	3	4	7	4*	1/2	2	AP;W
MEDFORD	KBOY	730	1kw-D	KBS	—	—	83	2	6	2	8	—	—	2	AP
KMED	1440	5-D,1-N	NBC	Meeker	x	14	5	3	4	2	2*	2	2	2	UP;T,McG
KYJC	1230	250w	A,C	W. S. Grant	10	30	14	10	6	28	12*	—	3	UP;LW

SYMBOLS: * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

OREGON (continued)

City	Call letters	Freq.	Power	Natl network	DAILY HOURS					WEEKLY HOURS							
					National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
PORT	KNPT	1310	1kw	—	Cont'l; Ayers	—	—	85	11	12	3	15	6*	—	—	—	UP
RTH BEND	KFIR	1340	250w	CBS	W. S. Grant	x	—	13	5	8	2	15	x*	—	x	—	AP;St
TARIO	KSRV	1380	1kw	KBS	Moore & Lund	—	—	60	—	40	3	18	6*	—	6	—	UP;LW,St
GON CITY	KGON	1230	250w	—	Meeker	—	24	147	7	5	6	14	8*	—	—	—	UP;W,St,A
LETON	KWRC	1240	250w	ABC	Moore & Lund	9	—	8	3	—	8	24	6*	—	3	—	UP
TLAND	KEX	1190	50kw	ABC	Free & Peters	5	24	75	20	9	10	x	6	5	3	—	A
	KGON	(See OREGON CITY)					—	—	—	—	—	—	—	—	—	—	—
	KGW	620	5kw	NBC	Petry	10	—	13	7	4	3	27	2	3	5	—	AP
	KLIQ	1290	1kw-D	—	Forjoe	—	—	77	—	—	—	7	—	—	—	—	UP
	KOIN*	970	5kw	CBS	CBS Spot Sales	12	—	12	12	1	2	26	2	—	2	—	All;St,W
	KPAM*	1410	1kw-D	—	—	—	—	20	40	—	—	5	—	—	—	—	W,A
	KPDQ	800	1kw-D	—	Webb	—	—	77	—	—	—	7	—	—	—	—	AP
	KPOJ	1330	5kw	MBS	Blair	9	—	38	3	13	4	24	2*	5	2	—	UP
	KWJJ	1080	10kw	—	Burn-S; Young	—	—	83	2	1	—	8	20*	3	—	—	INS
MOND	KJUN	1240	250w	ABC	McGillvra	10	—	20	—	—	—	14	5	—	2	—	AP;LW
SEBURG	KRNR	1490	250w	CBS	W. S. Grant	7	—	15	3	7	2	8	2	2	2	—	AP;St
EM	KGAE	1430	1kw-D	—	Holman	—	—	48	6	9	2	7	—	—	1/2	—	UP;LW
	KOCO	1490	250w	—	Rambeau	—	—	84	9	1	6	7	12*	1	2	—	UP
	KSLM	1390	1kw	MBS	Everett-McK	7	1	30	32	11	20	21	3*	1	6	—	UP;W,LW
LAMOOK	KTIL	1590	250w	KBS	Con'tl; Keating	3	—	60	3	12	4	13	3*	6	9	4	AP

INFORMATION: Albany, KWIL; Astoria, KAST; KVAS; Baker, KBKR; Coquille, KWRO; Grants Pass, KGPO; Klamath Falls, KFLW; La Grande, KLBM; Portland, KBPS, FM, KXL; Prineville, KRCO; Roseburg, KRXL; Springfield, KRGA; The Dalles, KODL.

PENNSYLVANIA

City	Call letters	Freq.	Power	Natl network	DAILY HOURS					WEEKLY HOURS								
					National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
LENNTOWN	WAEB	790	500-D,1-N	—	Radio-Tv Reps	—	—	90	6	18	4	12	12*	—	1	4	—	UP
	WFMZ‡	100.7	48kw	—	GMB	7	—	—	62	—	1	4	—	—	—	—	—	A
	WGPA	(See BETHLEHEM)					—	—	—	—	—	—	—	—	—	—	—	
	WHOL	1230	250w	CBS	Raymer	9	—	52	6	1	3	12	2	3	1/4	1/2	—	UP;T
	WKAP	1320	1kw	—	Weed	—	—	46	7	44	3	9	2*	3	3	1/2	—	AP;A
TOONA	WFBG	1340	250w	NBC	II-R	7	1	30	5	4	3	7	2	3	2	—	AP;W	
	WVAM	1430	1kw	CBS	Weed	—	—	35	6	8	4	13	4*	2	14	1	UP;St	
WATERFALLS	WBVP	1230	250w	—	—	—	—	71	8	18	6	15	15*	3	—	4	3	AP,UP;St,W
BETHLEHEM	WGPA*	1100	250w-D	—	—	—	—	9	14	2	3	7	15*	1	1/2	—	1	UP;T,C
COMSBURG	WHILM	550	500w	—	Raymer	—	1/2	x	—	x	8	x	x*	2	9	—	AP,UP;W,LW	
ADDICK	WLOA	1550	1kw-D	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
ADFORD	WESB	1490	250w	MBS	—	8	—	36	8	—	6	16	3*	4	1/4	—	AP;T	
TLER	WBUT*	1050	250w	—	Gill-Perna	—	—	60	8	—	3	8	2*	2	—	—	AP	
	WISR	680	250w-D	KBS	—	—	—	50	12	6	8	7	1*	3	6	—	UP	
RBONDALE	WCDL	1230	240w	KBS	Cooke	—	—	63	8	15	2	4	2*	1	8	6	UP;W	
RLISLE	WHYL	960	1kw-D	KBS	—	—	—	60	—	12	—	10	2	1	2	—	UP	
ESTER	WDRF	1590	1kw	—	—	2	—	42	6	8	2	8	6*	5	—	1	18	UP
	WVCH	740	250w-D	—	Webb	—	—	35	16	10	18	8	—	1/2	1/4	—	UP	
EARFIELD	WCPA	900	1kw-D	—	—	—	—	32	5	3	8	11	3*	2	2	—	UP;C,LW,T	
ATESVILLE	WCOJ	1420	5kw	—	—	—	—	50	2	8	3	3	2*	3	—	2	UP;Se	
NELLSVILLE	WCVI	1340	250w	KBS	—	—	—	86	5	8	6	10	4*	3	3	4	UP;T	
UDERSPORT	WFRM*	600	500w-D	—	—	—	—	35	14	11	4	5	1*	8	6	—	AP;Se,W	
YLESTOWN	WBUX	1570	250w-D	KBS	Indie Sales	—	—	23	5	6	5	6	1	8	—	—	AP;W	
BOIS	WCED*	1230	250w	CBS	McGillvra	9	—	28	4	4	12	16	12*	2	2	1	UP;Se	
IE	WERC*	1260	5kw	ABC	Weed	6	1	42	16	3	9	17	4*	3	2	1/2	UP	
	WIKK	1330	5kw	ABC	II-R	8	—	35	—	3	—	19	2	3	1	1	AP;LW	
	WJET	1570	250w-D	—	Forjoe	—	—	60	2	11	—	8	1	1	2	1	AP;St	
	WLEU*	1450	250w	M,K	Young	5	24	80	—	—	—	13	3	—	3	7	5 AP	
RELL	WFAR	1470	500w-D	KBS	—	—	—	70	—	5	—	8	1	—	1/2	2	AP	

PENNSYLVANIA (continued)

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS						
						Post- Network	Mld	Pop music	Concert	Folk	Relig	News	Sports	Home- making	Farm	Foreign	Negro	Services
GETTYSBURG	WGET	1150	250w	KBS				60	19	5	6	15	x*	2	6	...	—	AP;W
HANOVER	WHVR	1280	1-D,500-N	MBS		5		49	5	12	13	21	8*		3	UP;St
HARRISBURG	WCMB	1160	5kw	MBS	Cooke	4	1	50	3	4	7	14	2*		4	...	½	AP;T
	WHP*	580	5kw	CBS	Bolling	11	1	13	5	2	2	16	3	2	4	...	—	AP;UP;St
HAZLETON	WAZL*	1190	250w	N,M	Raymer	8	¼	49	1	2	4	14	7*	1	1	4	—	AP;W
HOMESTEAD	WHOD	(See PITTSBURGH)																
INDIANA	WDAD	1450	250w	C,K		9	—	38	2	—	—	14	5*		2	—	—	UP
JOHNSTOWN	WARD*	1490	250w	CBS	Weed	9	1	50	12	5	8	22	10*	2	1	1	2	UP;W
	WCRO	1230	250w	A,M	Radio-TV Reps	6	1	74	3	2	8	14	9*	...	¼	2	—	INS
KANE	WJAC*	1400	250w	NBC	Young	6	1	58	7	6	5	17	6*	...	—	—	—	AP
	WADP	960	500w-D	KBS				32	21	1	4	9	7*		—	—	—	AP;T
KITTANNING	WACB	1380	1kw-D		Rambeau			50		1	—	9	3		3	—	—	AP;T
LANCASTER	WLAN*	1390	1kw	A,M	Headley-Reed	6	½	43	19	3	19	16	3*	2	2	—	—	AP;LW
LANSFORD	WLII	1410	1kw-D		Everett-McK			67	1	5	4	7	2*	2	2	—	—	UP;A,T
LATROBE	WAKU	1570	250w-D	KBS				42	3	—	1	8	2*	1	1	4	—	AP,W,T
LEBANON	WLBR*	1270	1kw		Burn-Smith			32	12	19	11	8	6*	2	1	—	—	UP;W
LEWISTOWN	WKVA	920	1kw-D	ABC	Gill-Perna	4	—	18		10	—	5	2*	2	7	—	—	UP;W
	WMRF	1490	250w	NBC	Burn-Smith	8	½	30	4	10	7	14	x*	2	7	—	—	AP
LOCK HAVEN	WBPZ	1230	250w	MBS	McGillvra	8	—	40	15	11	—	24	12*	3	—	—	—	AP;UP;LW
McKEESPORT	WEDO	810	1kw-D		Rambeau	—	—	x	—	x	—	x	3*	—	—	1	—	AP;T
MEADVILLE	WMGW*	1490	250w	ABC		6	—	70	4	2	2	14	2*	2	2	—	—	UP;W
NEW CASTLE	WKST	1280	1kw	MBS	Everett-McK	9	—	46	2	4	6	16	3*	2	3	—	—	UP
NORRISTOWN	WNAR	1110	500w-D			—	—	44	2	15	5	6	3*	6	—	—	—	AP;Se
PHILADELPHIA	KYW	1060	50kw	NBC	Free & Peters	7	2	83	6	—	4	13	1*	4	7	—	—	UP;INS
	WCAU*	1210	50kw	CBS	CBS Spot	8	24	51	14	2	1	18	4*	—	4	—	—	AP;UP;LW,A,C
	WDAS	1480	1kw		Forjoe	—	1	28	1	—	14	7	7	—	—	17	90	AP
	WFIL*	560	5kw	ABC	Blair	5	1	65	9	—	7	22	3	4	3	—	—	UP;T,A
	WFLN‡	95.7	20kw		GMB	—	—	100	¼	—	10	—	—	—	—	—	—	UP
	WHAT*	1340	250w		Indie Sales	—	1	120	2	—	8	10	1	3	—	16	90	AP
	WIBG*	990	10kw		Radio-TV Reps.	—	2	85	2	6	23	15	4*	—	—	—	—	UP
	WIP*	610	5kw	MBS	Petry	3	24	110	8	—	—	4	x*	2	—	—	—	UP,AP;W
	WJMJ	1540	1kw-D		McGillvra	—	—	12	2	15	8	2	1	—	34	7	AP;Se	
	WNAR	(See NORRISTOWN)																
	WPEN*	950	5kw		Gill-Perna	—	2	109	—			18	4	—	—	—	—	AP,UP
	WTEL	860	250w-D		Webb	—	—	18	4	½	7	x	—	—	29	—	—	
PITTSBURGH	KDKA*	1020	50kw	NBC	Free & Peters	x	24	64	6	7	5	17	2*	4	8	—	—	UP,AP;T
	KQV	1410	5kw	CBS	Raymer	10	½	38	11	1	6	15	3	—	½	—	—	UP;W
	WCAB	1250	5kw		Katz	x	1	100	6	2	4	7	2	3	—	—	—	INS
	WEDO	(See McKEESPORT)																
	WHOD	860	250w-D		Forjoe	—	—	—	—	x	12	2*	3	—	52	52	UP	
	WHLY	1080	1kw-D		Stars National	—	—	—	—	18	—	3	—	—	60	—	—	
	WJAS*	1320	5kw	ABC	H-R	—	3	½	84	1	—	9	21	2	2	—	—	UP;LW
	WJPA	(See WASHINGTON)																
	WKJF‡	93.7	40kw			—	—	125	1	—	—	10	—	—	—	—	—	UP;LW,W
	WPIT	730	1kw-D		Forjoe	—	—	12	—	12	35	x	—	2	4	3	UP	
	WWSW*	970	5kw		Blair	—	24	44	14	5	1	14	3	—	2	—	—	UP
	WPTS	1510	1kw-D		Indie Sales	—	—	60	12	4	—	12	x*	3	2	14	—	UP;W
	WPAM	1450	250w	M,K	Everett-McK	—	4	70	30	8	6	15	15*	3	—	—	—	UP;A
	WPPA	1360	1kw			—	—	88	16	3	8	x	20*	5	1	1	—	AP
	WPME	1540	1kw			—	—	50	6	4	12	x	2*	3	2	—	—	AP;T
	WPAY	1300	1kw-D	MBS	McGillvra	3	—	10	1	6	8	5	5*	2	3	—	—	UP;Se
READING	WEEI	850	1kw	ABC	Headley-Reed	6	—	37	14	11	6	14	4*	3	7	2	½	UP;A
	WHVI	1240	250w	CBS	H-R	8	—	35	10	—	3	12	4*	—	—	—	—	AP
	WRAW	1340	250w	NBC	Meeker	8	½	25	2	—	2	14	2	5	—	—	—	UP;W
RED LION	WGCB	1110	1kw D		Kennedy	—	—	10	8	12	15	x	2	3	¼	—	UP;C,Se	
ST. MARYS	WKBI	1400	250w	MBS		5	—	26	8	7	8	12	8*	2	3	1	—	AP;St
SAYRE	WATS	960	1kw-D	KBS	Indie Sales	—	—	40	8	11	—	1	2	2	12	—	UP;T	

SYMBOLS: * am-fm station
† fm station

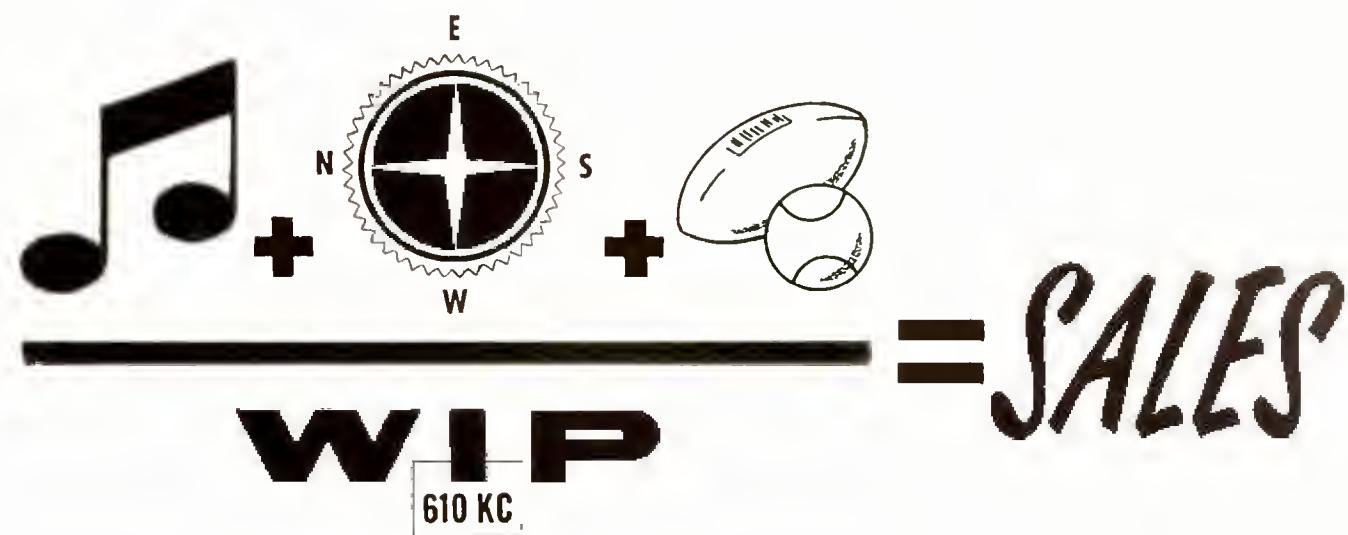
D—daytime power
N—night power

• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

The Best **Formula** for

Advertising in Philadelphia:



Music plus News plus Sports on WIP equals sales.

These three program elements are today's most essential radio ingredients.

WIP broadcast more music, more news and more sports in 1954 than any other Philadelphia station.

With these three elements dominating our dial . . . music . . . news and sports . . . it is natural that more sponsors invested more money on WIP in 1954 than in any other year in the station's 33 year history.

MBS **WIP** 5,000 WATTS
610 KC

National Representatives
EDWARD PETRY & CO., INC.

PHILADELPHIA 7, PA.

PHILADELPHIA'S PIONEER VOICE

PENNSYLVANIA (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
SCRANTON	WARM	590	5kw	ABC	Hollingbery	7	24	100	10	7	4	16	5*	2	1	—	1/2	AP;UP
	WCDL	(See CARBONDALE)																AP
	WGBI	910	1-D.500-N	CBS	Blair	11		15	6	2	5	14	2	5	x	—	—	AP
	WQVN	630	500w-D		Meeker	1		54	11	—	3	3	2*	3	1	—	—	AP;UP
SHAMOKIN	WISL	1480	1kw	MBS	Forjoe	8		23	7	3	3	12	2	1/4	—	—	AP;LW	
SOMERSET	WVSC	990	250w-D	KBS	Indie Sales			30	3	6	—	14	—	5	2	—	UP;St	
STROUDSBURG	WVPO	840	250w-D		Radio-TV Reps	2		40	4	3	8	3	12*	5	2	—	UP;A	
SUNBURY	WKOK*	1240	250w	CBS		11		15	7	4	6	15	2*	2	4	1/4	AP	
UNIONTOWN	WMBS	590	1kw	CBS	Meeker	9		30	3	10	1	18	4*	—	1	2	UP;Se	
WARREN	WNAE	1310	1kw-D					50	6	x	x	x	2*	3	3	—	AP;T	
WASHINGTON	WJPA*	1450	250w	MBS		7		37	4	—	—	20	5*	2	2	5	UP;W	
WILKES-BARRE	WAZL	(See HAZELTON)															AP;LW	
	WBAX	1240	250w	MBS	Burn-Smith	7		25	3	3	10	15	2	5	2	—	UP;A	
	WBRE	1340	250w	NBC	Headley-Reed	9	1	34	3	7	1	13	2	—	7	—	AP;LW	
	WILK	990	5-D,1-N	ABC	Avery-Knodel	8	1	58	6	5	11	17	3*	5	2	1	AP;T	
WILLIAMSPORT	WLYC*	1050	1kw-D	KBS	Radio-TV Prom			16	12	11	15	14	3*	10	3	1	AP;T	
	WRAK*	1400	250w	NBC	Everett-McK	10		28	13	2	8	12	1*	2	4	—	AP	
	WWPA	1340	250w	CBS	Burn-Smith	8		39	5	2	5	15	5*	—	2	—	W	
YORK	WNOW	1250	1kw-D	KBS	Forjoe			60	3	11	8	9	3	2	6	—	AP;LW	
	WSBA	910	1kw	A.M	Young	5	1/2	45	5	—	8	18	1*	6	4	—	AP;W	

NO INFORMATION: Allentown, WSAN; Altoona, WRTA; Apollo, WAHL; Barnesboro, WNCC; Bloomsburg, WCNR; Chambersburg, WCHA; Charleroi, WESA; Easton, WF WEST; Greensburg, WHJB; Harrisburg, WKBO; Huntington, WHUN; Lancaster, WGAL; McKeesport, WMCK; Nanticoke, WHWL; New Kensington, WKPA; Oil WKRZ; Pottstown, WPAZ; Scranton, WEJL; WICK, WSCR; Sharon, WPIC; Tyrone, WTRN; Warren, WRRN; Waynesboro, WAYZ; York, WORK

RHODE ISLAND

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
NEWPORT	WADK	1510	1kw-D	KBS	Walker			36	8	1	4	6	1*	2	2	3	AP;W
PAWTUCKET	WPAW	550	1kw-D	KBS	Rambeau			36	—	14	5	7	3	—	16	—	UP
PROVIDENCE	WEAN*	790	5kw	MBS	II-R	7		60	—	3	1	3	4	—	1	—	UP;A
	WICE	1290	500w-D					70	9	3	1	10	7*	6	1	2	UP
	WJAR	920	5kw	NBC	Weed	8		39	9	—	4	23	2	3	1	—	AP,INS
	WPRO*	630	5kw	CBS	Blair	11		24	4	—	—	15	1	—	3	—	—
	WRIB	1220	1kw-D		Forjoe			21	6	3	—	8	—	—	26	—	A
	WWON	(See WOONSOCKET)															—
WESTERLY	WERI	1230	250w	KBS	Walker			73	1	1	3	12	5*	—	1	1	UP
WOONSOCKET	WWON	1210	250w-D		Webb			60	20	4	8	25	x*	6	1	6	AP;W

NO INFORMATION: Providence, WHIM.

SOUTH CAROLINA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
AIKEN	WAKN	990	1kw-D		Rambeau			27	9	11	6	7	2	3	3	3	AP;W
ANDERSON	WAIV*	1230	250w	CBS		9		20	5	—	9	9	1*	2	3	4	INS;LW
	WANS	1280	1kw	M,K	Devney	7		32	12	15	5	18	3*	—	2	3	UP;St
BARNWELL	WBWV	710	250w-D	KBS				33	4	16	3	6	—	2	3	7	UP;T,W
BEAUFORT	WBET	960	1kw-D	KBS				63	9	—	3	x	2*	—	2	7	UP;W
BENNETTSVILLE	WBSC	1550	10kw	MBS	Indie Sales	5		30	—	30	9	12	3*	—	1	14	AP
BISHOPVILLE	WAGS	1380	1kw-D	KBS				12	—	31	5	5	x*	—	4	9	AP;W
CAMDEN	WACA	1590	1kw-D	KBS				14	4	18	7	7	1*	3	1	5	UP;W

SYMBOLS: * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

SOUTH CAROLINA *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
CHARLESTON	WCSC*	1390	5kw	CBS	Free & Peters	9	1/2	27	7	67	4	11	2	2	1	2	1	UP;W
	WHAN	1310	250w	A,K	Burn-Smith	6		43	8	2	11	21	2	2	1/2			UP
	WPAL	730	1kw-D		Forjoe; D-C			30		15	25					55		
	WTMA*	1250	5kw	NBC	Hollingbery	8		115			8	23	6*	2	1	3	AP	
	WUSN	1450	250w	MBS	Interstate	1	24	100			20	2	x*			50	UP;A	
NEWARK COLUMBIA	WCRC	1420	500w-D					18	5	13	30	x	2*	2	2	5	UP;St,Se	
	WCOS*	1100	250w	ABC	Headley-Reed	6		45	2		8	20	8*			16	AP;W	
	WIS*	560	5kw	NBC	Free & Peters			21	3	9	6	13	6	3	5	3	AP;T,Se	
	WMSC	1320	1kw	CBS	H-R		24	50	2		9	18	2	4		7	UP;A,St	
	WOIC	1470	1kw-D		Forjoe			5	1	13	3		3			63		
ELLEN	WDSC	800	1kw-D	ABC	Gill-Perna		15	3	8	8	9		1	1			UP	
ESLEY	WEPL	1360	1kw-D	KBS	Indie Sales		14		37	9	3	3*		1			UP	
ORENCE	WJMX	970	5-D,1-N	ABC	Walker	6		25	15	12	12	12	2	1/4	5	5	UP;T	
EFFNEY	WOLS	1230	250w	KBS			1	69	4	10	10	6	2*		1/4	9	UP;Se	
GREENVILLE	WFGN	1570	250w-D	KBS				22	2	13	5	6	1*	2	2		UP;LW	
GREENWOOD	WAKE*	1490	250w	CBS	Pearson	8		6	2	22	8	11	5*		2	6	A	
GREENWOOD	WESG*	660	5kw-D		Rambeau; D-C			17	9	33	6	4	1*	3	2	10	AP	
GREENWOOD	WFBC*	1330	5kw	NBC	Avery-Knodel	10	1/2	22	3	6		4	2	3	7		UP;T	
GREENWOOD	WMRB	1490	250w	A,M	Cooke	10		56	1	7	2	9	1			2	AP;LW	
GREENWOOD	WMUU	1260	1kw-D						42		33	17			1		INS,AP;A, Se,LW	
GREENWOOD	WCRS*	1450	250w	NBC	Clarke; Ayers	8		30	2	18	8	11	x*		2	3	AP;W,T,A	
GREENWOOD	WGSW	1350	1kw-D	MBS	Indie Sales	2		10		16	11	6	2*	1	2	10	UP	
GREENWOOD	WEAB	800	250w-D	KBS				20	2	13	10	5	2*	5	3	3	UP;LW	
GREENWOOD	WJAY	1280	1kw-D	KBS				28		22	10	7	1*	2	2		AP;LW	
GREENWOOD	WMYB	1450	250w	N.K	Best	7		35	5	5	6	19	2*	2	5		UP;T	
GREENWOOD	WKDK	1240	250w	M.K	D-C	8		33	7	20	7	10	3*	3	2	12	AP;W,T	
GREENWOOD	WDIX	1150	5-D,5-N	A,M,K	Devney			28	3	8	4	16	3*		5	8	AP	
GREENWOOD	WTND*	920	1kw		Thos. Clark			40	12	28	4	24	3*	1	7	11	UP;W	
GREENWOOD	WRHI*	1310	250w	M,K	McGillyra	x		48	2	23	6	10	15*	1	7	2	AP;W	
GREENWOOD	WTYC	1150	1kw-D		Indie Sales			32	3	14	5	8		2	2	11	UP;T	
GREENWOOD	WSNW*	1150	1kw-D	KBS	Southern			28	7	21	7	10	4	4	7		UP;LW,W	
ARTANBURG	WJAN	1400	250w	A,K,M		7		13	7	12	13	11	1*	3		6	AP;W	
ARTANBURG	WORD	910	1kw	NBC	Raymer	7		39	2	20	6	12	20*	2	3	3	AP;T	
ARTANBURG	WSSC	1240	1kw	ABC	Southern	7		30	12	18	12		3*		3	30	UP;T	
ARTANBURG	WBCU	1460	1kw	M.K	Dora-Clayton	9		21	6	18	9	22	2*	2	4	3	UP;W	
ARTANBURG	WALD	1220	1kw-D	MBS		5		32	1	18	2	12	12*		3	6	UP;W	

INFORMATION: Chester, WGCD; Conway, WLAT; Georgetown, WGTN; Hartsville, WHSC; Kingstree, WDKD; Lake City, WJOT; Lancaster, WLDM; Laurens, WLBG; Artanburg, WDXY, WSPA; Sumter, WFIG.



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SOUTH CAROLINA

See Forjoe
or Dora Clayton

SOUTH DAKOTA

City	Call letters	Freq	Power	Natl network	National rep	Network	Post-mid	DAILY HOURS				WEEKLY HOURS						
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABERDEEN	KSDN	930	1kw	ABC	Weed		6	42	37	4	9	20	6*	6	10		AP	
HURON	KIJV	1340	250w	N.K.	Lawson		7	16	8	6	5	13	x*	6	6	1	AP;T	
MICHAEL	KORN	1490	250w	MBS			8	32	1	1	7	12	16*		3		UP;CLW	
PIERRE	KGFX	630	200w-D		Lawson							10					UP	
RAPID CITY	KOFA	1380	5kw	CBS	Headley-Reed		7	12	20	7	6	4	19	2	3	5	AP;UP;C W	
SIOUX FALLS	KFIQ	1329	5kw	NBC	Raymer		1	30	4			19	3*	2	6		UP	
	KISD	1230	250w	KBS	Cooke			50	24	13	5	11	6*		1/2		AP	
	KSOO	1140	10-D,5-N	ABC	Avery-Knodel		7	1	25	18	10	15	22	2*	3	25	AP;T	
WATERTOWN	KWAT	950	1kw	M.K.	Gill-Perna		4	16	12	19	12	24	6*		5		AP;St	
YANKTON	WNAX	570	5kw	CBS	Katz		10	25	3	16	8	17	2	5	10		UP,AP; LW,C,C	

NO INFORMATION: Deadwood, KDSJ; Rapid City, KRSD; Sioux Falls, KHTO.

TENNESSEE

City	Call letters	Freq	Power	Natl network	National rep	Network	Post-mid	DAILY HOURS				WEEKLY HOURS						
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BRISTOL	WOPF*	1490	250w	NBC	Burn-Smith		8	32	2	3	12	15	4*	1/4	2		AP;LW	
CHATTANOOGA	WAGC	1450	250w	MBS	Walker		5	55	4	7	6	12	35*	2	2		AP;LW	
	WAPO	1150	5-D,1-N	ABC	Avery-Knodel		x	35	5	17	10	12	3	3	2	9	AP;T	
	WDEF	1370	5kw	NBC	Branham		5	51	7	11	8	10	3*	5	30		UP	
	WDXB	1190	250w		Forjoe			40	2	50	25	5	3			12	AP;UP	
	WMFS	1260	1kw-D		Pearson		1	...	24		42	3	2*	5		91		
CLARKSVILLE	WJZM	1400	250w	M.K.	Rambeau		1	...	9	7	18	7	15	7*	1/2	3	6	AP;T
CLEVELAND	WBAC	1340	250w	MBS	Dora-Clayton		7	60		30	20	10	1*	2	7		UP	
COLUMBIA	WKRM	1340	250w	M.K.	Walker			28	1	18	9	25	10*	1	5	2	AP;W	
COOKEVILLE	WHUB	1400	250w	C.K.	Continental		8	28	2	16	9	18	4*	1/4	1		UP	
ELIZABETHTON	WBEJ	1210	250w	MBS			7	60		30	20	10	1*	2	7		UP	
FAYETTEVILLE	WEKR	1210	250w	M.K.			7	16	3	11	5	15	7	1	3		AP;T	
FRANKLIN	WAGC	950	1kw-D					36		72	2	10	x		2	7	AP	
GALLATIN	WHIN	1010	1kw-D	KBS	Indie Sales			20		55	8	10	3*		4	3	UP	
JACKSON	WDXI	1310	5kw	M.K.	Burn-Smith		6	1	23	1	37	6	20	3	14	1/2	21	UP;W
JOHNSON CITY	WTJS*	1390	1kw	ABC	Branham		7	36	5	14	20	15	18*	7	4		AP;T	
	WETB	790	1kw-D		McGillyra			38	7	12	10	10	3*	2	3	1	AP;W	
	WJHL	910	5kw	ABC	Pearson			45	9	9	8	15	5*	2	1		AP,UP;LW	
KINGSPORT	WKIN	1320	5kw-D	KBS	Rambeau			35	6	25	12	7	3*	2			AP	
KNOXVILLE	WKPT*	1400	250w	NBC	Burn-Smith		9	42	6	5	5	11	1*		2		AP;T	
	WBIR*	1240	250w	ABC	Gill-Perna		5	58	8		9	20	5	3			UP;T	
	WGAP	(See MARYVILLE)															UP;W	
	WIVK	860	1kw-D		Forjoe					55	21					8		
	WKGN	1340	250w	MBS	Everett-McK		5	1/2	86	5	3	13	15*	1		10	AP;LW	
	WNOX	990	10kw	CBS	Branham		8	1	44	11	20	3	16	2	1/4	4	Ma	
	WROL	620	5kw	NBC	Avery-Knodel		8	1	21	5	31	6	14	x*	3	2	UP;W	
LEBANON	WCOR	900	250w-D	KBS				32	5	24	6	7	2*	5	2		AP;T	
LEWISBURG	WJJM	1190	250w	M.K.			7	25	2	15	4	16	2	1	4	3	AP;W	
LEXINGTON	WDXL	1490	250w	M.K.	Burn-Smith		7	65	10	36	8	15	1*		14	1	UP	
MARYVILLE	WGAP	1400	250w	KBS				55	8	13	6	17	x*	1	3	5	AP;T	
McMINNVILLE	WMMT	1230	250w	M.K.				40	13	26		14	1*	4	4	2	UP;Se,W	
MEMPHIS	KWEM	990	1kw-D		Stars National					45	6	3				31	INS	
	WCBR	1480	1kw-D					3		50	3	1	6			84		
	WDIA	1070	50kw		Pearson; D.C.			80		51	12	x*	5	1		110	UP	
	WHBO	560	5-D,1-N	MBS	Blair		4	75				11	2*	1		18	UP	
	WJHM	1340	250w		Young		24	109	2	31	7	3	17*			22	UP	
	WMC	790	5kw	NBC	Branham		9	31	11	10	2	11	2*	5	3		AP;UP	
	WMPS	680	10-D,5-N	ABC	Radio-TV Reps		1	24	28	10	50	13	15	9*	1	2	1/2	UP;St,W
	WREC	600	5kw	CBS	Katz													

SYMBOLS: * am-fm station
/ fm stationD—daytime power
N—night power* local sports covered
Mex. Span. includedx figure unspecified
category unclaimed

TENNESSEE (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
HARRISTOWN	WCRK	1450	250w	M,K	Holman	7	..	18	2	21	3	15	1	5			LW
NASHVILLE	WKDA	1240	250w		Pearson		1	74	5	31	1	12	2*			3	AP;C
WLAC	1510	50kw		CBS	Katz	x	24	29	4	21	3	15	1	1	2	38	UP;T
WMAK	1300	5kw		MBS	Radio-TV Reps	5	..	67	..	30	..	7	1*		1		UP
WNAH	1360	1kw-D		KBS	Continental			50		22	8	2					UP
WSIX	980	5kw		ABC	Hollingbery	6	..	63	7	11	6	4	10*	12	1/2		AP;W
WSM	650	50kw		NBC	Petry	8	1	10	6	38	10	21	2*		8		AP;INS
WSOK*	1470	1kw-D			Forjoe		2		1		84	INS
EWPORT	WLIK	1270	1kw-D	KBS				28		37	17	1/2	1	3	2		UP
OAK RIDGE	WATO	1490	250w	MBS	H.R	5	1	70	8	..	3	18	6*	3		1	AP;W
WOKE	1290	1kw-D		KBS	Continental			45	7	17	1	10	5*	1	1		AP
ULASKI	WKS	1420	1kw	ABC	Thos. Clarke	6	..	15	2	12	1	8	2	1	3		UP;Se,W
UNION CITY	WENK	1240	250w	M,K	Burn-Smith	4	..	28		5	3	16	2	1/4	1		W

O INFORMATION: Athens, WLAR; Chattanooga, WDOD; Clarksville, WDXN; Crossville, WAEW; Dyersburg, WDSC; Greenville, WGRV; Harriman, WIBT; Humboldt, WIJR; Lawrenceburg, WDXE; Lenoir City, WLII; McKenzie, WIIDM; Murfreesboro, WGNS; Paris, WTPR; Ripley, WTRB; Rogersville, WRGS; Shelbyville, WHAL; Sparta, WSMT; Springfield, WDBL; Tullahoma, WJIG; Winchester, WCDT.

TEXAS

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
ABILENE	KRBC	1470	5-D,1-N	ABC	Pearson	1	..	53	1/2	10	6	5	2*	3/4	2	1/4†	1/2	AP
	KWKC	1340	250w	MBS	V, R, & McC	8	..	35	10	2	6	17	5*	6	2	1/4†	1	AP;W
ALICE	KBKI	1070	1kw	MBS	Pearson	4	..	53	1	13	7	13	2*	3	1/2	26†		AP;W
ALPINE	KVLF	1240	250w	M,K	Best	6	..	60	8	10	4	27	x*	2	7†		T	
AMARILLO	KFDA	1440	5-D,1-N	ABC	H.R	4	..	94	..	2	11	5*	15	2			AP,UP	
	KGNC	710	10kw	NBC	Katz	6	..	18	8	8	4	16	x*	2	18		AP,UP;W	
	KLYN	940	1kw	CBS	Blair	7	..	32	2	2	10	20	2*	1	1/4		UP;St	
ATHENS	KBUD	1410	250w-D	KBS				36	..	19	6	8	2*		1		1	UP;LW
ATLANTA	KALT	900	1kw-D	..	Best			54	12	6	6	2	1*	3	2		2	AP;W
AUSTIN	KTBC	590	5-D,1-N	CBS	Raymer	8	..	33	11	10	6	15	2	2	3			UP
	KTXN	1370	1kw-D	..	R. O'C; Oakes	6	2		5	5†	23		
AY CITY	KIOX	1270	1kw	M,K	Best	5	..	30		7		12	2*		..	6		UP;W
AYTOWN	KRCT	650	250w-D	KBS	Best	51	10	1						AP
	KREL*	1360	1kw-D	..	Interstate	..	3	70	10	..	21	11	x*	5	24†	63	AP	
EAUMONT	KFDM	560	5kw	ABC	Free & Peters	9	..	27	1	4		18	3	1/4	2			UP;LW
	KJET	1380	1kw-D	..	Forjoe	x	7						84	UP
	KRIC*	1450	250w	..	Branham	80	1	4	7	10	9*	3			14	AP;W
	KTRM	990	1kw	..	Young	55	..	47	6	6	2		3		6	UP
EEVILLE	KIBL	1490	250w	35	4	12	2	12	2		3	25†	1	AP;W
IG SPRING	KBST	1490	250w	ABC	Pearson	10	..	20	2	14	5*		3			AP;St
	KTXC	1400	100w	M,K	Best	6	..	10	4	60	..	15	x*			5†		AP;W
ONHAM	KFYN	1120	250w-D	30	14	23	5	10	1		1			UP;W
ORGER	KHUZ	1490	250w	MBS		x	..	16	2	14	2	18	2*		1			Se
RENHAM	KWII	1280	1kw-D	KBS				11	..	14	..	7	2	3	2	3	1/2	UP
ROWNSVILLE	KBOR	1600	1kw	A,K	Best	5	..	40	7	4	5	26	x*	3	6	25†		UP;T,W
Matamoros, Mex.)	XEO	970	1kw	RCN	Natl Tm; Oakes	5	..									124†		
ROWNSWOOD	KBWD	1380	1kw	M,K	Pearson	7	..	50	2	10	12	24	x*	5	10			AP
ENTER	KDET	930	1kw-D	..	Best			49		28	5	14	2*	2	1			UP;A
LEBURNE	KCLE*	1120	250w-D	..	Best			44	1	27	6	11	x*	5	1			AP
OLEMAN	KSTA	1000	250w-D	KBS	Melville			30	3	20	6	10	6*	3	4	2†		UP;W
OLLEGE STATION	WTAW	1150	1kw-D	KBS				42	7	16	10	10	1*	2	3	8†	5	AP
OLORADO CITY	KVMC	1320	500w-D	KBS	Best			14	4	6	1/2	9	2		2	2†		AP;T
ONROE	KMCO	900	500w-D			35	7	16	3	1	2*		1		6	UP;T,St
ORPUS CHRISTI	KANN	(See SINTON)																
	KCCT*	1150	1kw-D		R. O'Connell			28		x	2	7	2	3		91†		AP;T
	KEYS	1440	1kw	CBS	Raymer	8	..	41		12	3	17	2*	3	6	10†		UP
	KRIS	1360	1kw	NBC	Free & Peters	x												
	KSIX	1230	250w	ABC	Forjoe	8	1	73	16	11	2	13	3*	12	3			AP
	KUNO	1400	250w	MBS	Everett-McK	4	x				120†		A
	KWBU	1030	50kw-D	..	Branham			15	1	8	13	7	2	3		32†	6	AP
ORSICANA	KAND	1340	250w	KBS	Branham			68	..	36	7	14	1*	5	3		6	UP;W,T
ROCKETT	KIVY	1570	250w-D	KBS				18	2	21	7	8			1		7	W
ALHART	KXIT	1410	500w-D	KBS	Best			40	1	25	5	10	3	4	4	4		UP

TEXAS (continued)

C'ty	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mld	DAILY HOURS				WEEKLY HOURS					
								Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
DALLAS	KGKO	1480	1-D,500-N		Forjoe		1	125			12	3	x*			1	UP
	KXAL*	1040	1kw-D		Pearson; GMB			14	56		4	1		1			AP
	KLIF	1195	5-D,1-N		II-R		21	134			8	21	2			18	UP
	KSKY	660	1kw-D		Geo. Clark			x		21		x			1	21	UP
	WBAP	(See FORT WORTH)															
	WFAA	820-570	50 & 5kw	A,N	Petry		9	39	7	5	11	19	10*	7	8		UP,AP
	WRR	1310	5kw	MBS	Blair		x	48		12	13	12	x*	3		6	AP;A
	WRR‡	101.1	68kw		Blair				35								
DENISON	KDSX	950	500w		Melville			63	12	11	16	23	3	4		6	AP
EAGLE PASS (Mex.)	XEMU	580	5kw		Oakes			x	2	x		x	x				AP
EASTLAND	KERC	1590	500w-D	KBS				52	20	22	1	12	5*	4	5		AP;T,C,S
EDINBURG	KURV	710	250w-D	KBS	Forjoe			50	5	10	1	12	4		6	26†	UP;McG
EL CAMPO	KULP	1390	500w-D					14	4	19	1	3	x*	3	4	12†	UP;LW
EL PASO	KELP	920	1-D,500-N	KBS	Forjoe		1	131			2	15		34			UP
	KEPO	690	10kw	ABC	Pearson		7	26	8	17	9	18	1*	3	3	3†	UP;LW,S
	KROD	600	5kw	CBS	Branham		8	96	8	7	6	16	8*	4	5		AP
	KTSI	1380	1-D,500-N	NBC	Hollingberry		12	15	4		2	7	7*	3	3		UP;T,W
(Juarez, Mex.)	XEJ	970	10kw		Nat'l Tm; Oakes		2	60	7	42	1	7	3*	1	3	137†	INS,UP
	XELO	800	150kw		R. O'Connell		1	20	1	28	11	4	4*		3	77†	
FALFURRIAS	KBLP	1260	500w-D	KBS	Best			44	1	9	4	11	2	3	2	18†	AP;T
FORT STOCKTON	KFST	860	250w-D	KBS				37	6	20	6	12	2	3	14	8†	AP;LW
FORT WORTH	KCNC	870	250w-D					42	6	42		4				11	UP
	KFJZ	1270	5kw	MBS	Blair		4	1	50			12	3				AP
	KNOK	970	1kw-D		Gill-Perna			41	3	24	16	3	x	3		17†	67 UP
	KXOL	1360	1kw		Forjoe			116		12	4	17	8*				AP
	WBAP*	570-820	5 & 50kw	A,N	Free & Peters		6	28	8	16	5	15	3		7		AP
	WFAA	(See DALLAS)															
FREEPOR	KBRZ	1460	500w-D	KBS				42		34	1	11	12	3	1	1	AP;T
GAINESVILLE	KGAF	1580	250w-D	KBS	Melville			31		14	7	9	2*	3	4		AP;St.C
GALVESTON	KGBC	1540	1-D,250-N		Pearson			49	3	6	1	13	16*	1		4†	23 AP;Se
GLADEWATER	KLUF	1400	250w	KBS	Rambeau			85	2	4	6	7	2*	14	1	3†	UP
GONZALES	KSIJ	1430	1kw-D		Best			36		38	11	9	3				AP
GREENVILLE	KCTI	1150	250w	KBS	Cooke			49	1	33		7	2*	3	6	6†	1 AP;Se
HARLINGEN	KGCL	1100	250w	KBS	Pearson			42		28	12	16	2*	3	7	4	AP
HEREFORD	KGBT	1530	50-D,10-N	CBS	II-R: R.O'C		8	20		3	4	20	3*		7	63†	UP;St
HOUSTON	KPAN	869	250w-D	KBS	Best			23	21	5	2	1*			2		UP;St
	KCOLL	1430	1kw-D		Gill-Perna					50	x	x*				100	
	KLBS	610	5kw	KBS	Walker		1	112			27	12	2*				UP
	KNUZ	1230	250w		Forjoe		12	40		52	3	2	1			12	UP
	KPRC	950	5kw	NBC	Petry		x	31		15	8	12	3		5	6	



SPANISH

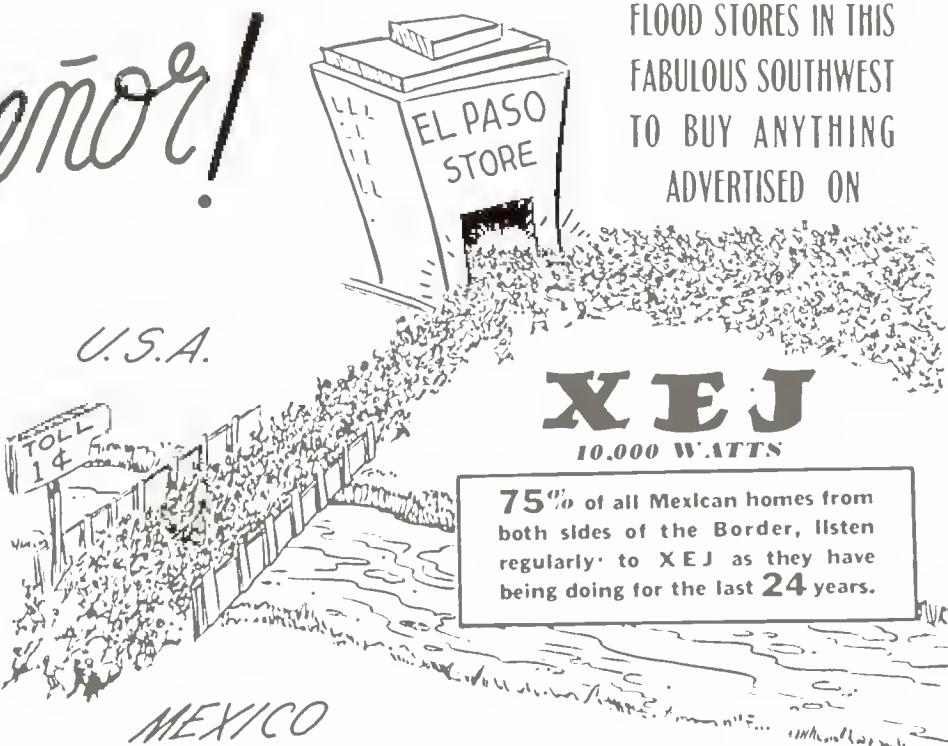


SPEAKING

CROWDS

* Joe Belden survey to be sent on request

Sí Señor!



FLOOD STORES IN THIS
FABULOUS SOUTHWEST
TO BUY ANYTHING
ADVERTISED ON

XEJ
10,000 WATTS

TEXAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS						WEEKLY HOURS					
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
	KREL	(See BAYTOWN)															
	KXYZ	1320	5kw	ABC	Avery-Knode	7	21	100	15	3	6	25	13*				UP;C,W
	KYOK	1590	5kw		McGillvra		24	x		x	x	x	x				42 UP
HUNTSVILLE	KSAM	1490	250w	M,K		8		8		7	6	10	2*				6 AP;C,Se
JACKSONVILLE	KEBE	1400	250w	KBS				56	14	1	12	1*					UP
KERRVILLE	KERV	1230	250w		Best			30	12	25	6	30					AP
LAREDO	KVOZ	1490	250w	M,K	Pearson	6		31	4	11	1	11	4*				AP
N. Laredo, Mex.)	XEAS	1410	250w		Natl Tm; Oakes			100		16		2					115†
	XEDF	960	5-D,1-N		R. O'Connell			63	9	18		3					113†
LONGVIEW	KFRO	1370	1kw	A,K	Cooke	6		24	11	22	7	37	7*				AP;LW
	KLTI	1280	1kw-D		Pearson			80				10	2				6 UP;St,A
	KLTI†	105.9	9.8kw					81			1	5					UP;St,T
UBBOCK	KDAV	580	500w-D					10		54	10	12					UP
	KFYO	790	5-D,1-N	CBS	Katz	10		21	2	2	3	18	2*	5	10		All;St,T
UFKIN	KSEL	950	1kw	ABC	Rambeau	5		7	1	18	3	17	3*	2	6		AP;W
MARLIN	KTRE	1420	1kw	MBS	V, R & McC	9		35	10	11	7	30	15*	2	5		1 AP;W
MARSHALL	KMLW	1010	250w-D					26	5	11	5	7		5	2	34†	3 AP
McALLEN	KMHT	1450	250w	KBS				83	1	4	5	16	3*		2		6 AP
Roynoso, Mex.)	KRIO	910	1kw	A,M	Young	4		70			2	21	2*	3	1/2		AP
MIDLAND	XEOR	1390	1kw	RCN	Natl Tm; Oakes	5											121†
	KCRS	550	5-D,1-N	ABC	Pearson	10		55	35	5	1	15	6				UP
	KJBC	1150	1kw-D	KBS	Best			21	3	49	6	x	x*				UP;W,St
MT. PLEASANT	KIMP	960	1kw-D	KBS				33	3	15	9	9	1/2*	1/4	3		3 AP;T
NACOGDOCHES	KSFA	860	1kw-D					44		9	5	7	4*	1	12		1/2 AP;T
NEW BRAUNFELS	KGNB	1420	1kw-D	KBS				36	4		4	6	2*	1/4	22†		AP;T
ODESSA	KECK	920	1kw		Forjoe			15	5	7		13	4	2			AP;St
	KRIG	1110	1kw	M,K	Best	7		18	3	18	3	10	3*				UP;W
ORANGE	KOGT	1600	1kw	KBS	Best			88	1/2	17	5	x	2*				5 UP;W
PALESTINE	KNET	1450	250w	M, K		6		47	23	10	17	17	6*	3	4		1/2 UP;Se
PAMPA	KPAT	1230	250w	KBS	Continental			74	6	11	3	14	3*	3	7		UP;St
	KPDN	1340	250w	MBS	Best		x	40	2	18	12	17	x*	1	12		UP;W
PARIS	KPLT	1490	250w	ABC	Pearson	6		58	3	4	8	15	5*	3	3		AP
PASADENA	KLVL	1480	1-D,500-N		Oakes			100	2		1	2	x				105† 21
PECOS	KIUN	1400	250w	M,K	Best	8		17	1	10	7	25	3	3	3/4	9†	UP;T
PLAINVIEW	KVOP	1400	250w	M,K		2		50		70	6	14	6*		10	6†	AP
ROSENBERG	KFRD	980	1kw-D					26	2	36	7	11	3*		1	23†	4 UP
SAN ANGELO	KGKL	960	5-D,1-N	ABC	Pearson												
	KTXL	1340	250w	MBS	V, R & McC	6		37	10	11	9	17	11*	3	8	7†	UP;W
AN ANTONIO	KCOR	1350	5-D,1-N		R. O'Connell			85†				6†	x	3†	2†	123†	9 UP
	KEXX	1250	500w-D		McGillvra			x		x		x					84†
	KITE*	930	1kw-D		Pearson			91	22		2	14			6		All
	KIWW	1510	250w-D		Nat'l Time						5†	5†		4†			81†
	KMAC	630	5kw	M,K	Walker	4		21		24	20	9	1				12
	KONO*	860	5kw		Forjoe		24	89	12	43	5	12			1		AP
	KTSA	550	5kw	CBS	Free & Peters	10		30	3	6	5	10	5	4	4		AP,UP;A McG
AN MARCOS	WOAI	1200	50kw	NBC	Petry	10		25	3	4	8	17	1		9		All;W
	KCNY	1470	250w-D	KBS	Best; R. O'C			21	1/2	12	3	1	x*	2	2	34†	UP
EGUIN	KWED	1580	1kw-D		Best			26	10	8	4	18	3*	1	4	21†	2 UP
HAMROCK	KEVA	1580	250w-D	KBS	Ayers			25	6	11	1	10	1*	3/4	1		2 UP
HERMAN	KRRV	910	1kw	MBS	Pearson	7		11	15	14	5	16	x*	3	3		1/2 UP;W
INTON	KTAN	1500	250w-D	KBS	Best			35	3	35	6	10	1	3	4		AP
TAMFORD	KDWFT	1400	250w	M,K				80	1/2	1/2	1	2*		1/2	14†	1 UP;W	
TEPHENVILLE	KSTV	1510	250w-D	KBS				28	2	28	1	10	2*	1	2		UP
ULPHUR SPRINGS	KSST	1230	250w	M,K				25		14		7	7*				AP
WEETWATER	KXOX	1240	250w	M,K	Best	8		12	4	6	2	8	2	1	3	2†	1 UP
AYLOR	KTAE	1260	1kw-D	KBS				42		26	2	8	2*		4		UP;W
EMPLE	KTEM	1400	250w	M,K				4	11	32	1	13	6*	2	2		5 UP;T
ERRELL	KTER	1570	250w-D					5		21	10	10	x*	1	1	3	1 UP;Se,T

SYMBOLS: { * om-fm station
{ † fm stationD—daytime power
N—night power• local sports covered
† Mex. Spon. includedx figure unspecified
category unclaimed

TEXAS (continued)

City	Call letters	Freq.	Power	Natl network	National rep	Post-mld	DAILY HOURS				WEEKLY HOURS						
							Pop	music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
TEXARKANA	KCMC*	1230	250w	ABC	V, R & McC	x	42	6	15	6	23	6*	1/2	5			AP
	KTFN	1100	250w	KBS	Forjoe		67	1	10	16	11	3*	2	2		2	UP;W
TEXAS CITY	KTIW	920	1kw-D	KBS	Best		56		12		2					30	UP
	KGKB	1490	250w	MBS	Pearson	6	49	1	15	10	18	2*				1/2	AP;W
TYLER	KTBB	600	1-1,500-D	A,K	V,R&McC	5	50	3	12	6	17	x*		7		6	UP
	KVOU	1109	250w	M.K		2	29	3	30	5	13	6*		1	18†	3	UP
UVALDE	KNAI	1110	500w		Best		1/2	59	16	31	3	18	4*	2	3	11†	AP
VICTORIA	KNAI	1110	500w														
WACO	KACO	1460	1kw	ABC	Weed	5	90			2	27	3*	2	2	2†		AP
WESLACO	KRGV	1290	5kw	NBC	Raymer	8	20	1/2	9	6	15	x	2	6			AP;UP;W,Se
WICHITA FALLS	KFDX	990	10kw	ABC	Raymer	10	18	1	14	7	14	3	4	7			UP;W
	KWFT*	620	5kw	CBS	Blair	9	70	5	17	8	11	2*		4			AP;UP;LW

NO INFORMATION: Amarillo, KAMQ; Austin, KNOW, KVET; Ballinger, KRUN; Brady, KNEL; Breckenridge, KSTB; Brownfield, KTFY; Brownwood, KEAN; Bryan, KOR; Childress, KCTX; Cuero, KCFH; Dallas, KRLD; Del Rio, KDLK; Dumas, KDDD; El Paso, KSET; Floydada, KFLD; Fort Worth, KCUL; Graham, KSWA; Hamilton, KCLW; Henderson, KGR; Hillsboro, KLIB; Houston, KHT; KTRH; Jasper, KTXJ; Junction, KENW, KMBL; Kermit, KERB; Kilgore, KOCA; Kingsville, KINE; Lames, KPET; Lampasas, KCYL; Levelland, KLV; Littlefield, KVOW; Lubbock, KCBD; Lufkin, KRBA; McCamey, KCMR; McKinney, KMAE; Mineral Wells, KORO; Monahans, KVKA; Nacogdoches, KOSF; Odessa, KOSA; Paris, KFTV; Perryton, KEYE; Pleasanton, KBOP; Port Arthur, KOLE; Quanah, KOLJ; San Angelo, KWFR; San Antonio, KENS, KISS; Seymour, KSEY; Snyder, KSNY; Vernon, KVWC; Victoria, KVIC; Waco, KWTX; Wichita Falls, KTRN.

UTAH

CEDAR CITY	KSUB	590	1kw	CBS	CBS	Spot	10	20	16	2	2	14	3*	3	12		UP	
LOGAN	KLGN	1390	1kw-D			Weed		40	34	6	2	5	2		3		AP	
MURRAY	KVNU	610	1kw	M.K	Avery-Knodel		7	15	8	3	3	31	4*	2	2		UP;W	
OGDEN	KMUR	1230	250w			Biddick		89	45			6	x*	3			UP;LW	
PROVO	KLO	1430	5kw	MBS	Avery-Knodel		10	1	17			19	3*				UP;W	
	KOPP	730	1kw-D	KBS	Indie Sales			49		8	4	3	x	1		1†	UP;LW	
	KVOG	1490	250w			Webb	1/2	96	19	6	1	9	2*		1	1/2†	1/2 AP	
	KEYY	1150	250w	KBS	Benton-Paschal		1	40	2	2	2	2			3†		AP	
	KIXX	1100	250w	ABC	Webb		10	82	11	2	3	18	3*	2	1		UP	
	KOVO	960	5-D,1-N	MBS	Avery-Knodel		7	1	19	9		4	19	6*	2	1		UP;W

ugh (YES) . . . IN SALT LAKE CITY, UTAH

IT'S **KNAK** SALT LAKE'S ONLY 24-HOUR INDEPENDENT



PARDON OUR Smoke Signals . . . but
INJUN love-um happy smoke signals. Spellum "heap good
listening on KNAK"
Make braves happy. Make squaws happy. Make-um
white-man much happy!
(Make-um only competitors sad)

Chief No-Bull says:

Iron Horse speaks much truth.
KNAK has heap-big Hooperating.
All squaws know.
Get big story from Forjoe man.
Him know much, tell much!
Happy story for Paleface Time-buyer.



NAK

You're on the right track with KAY-NAK

UTAH *(continued)*

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Post-mid	Network	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ICHFIELD	KSVC	980	1kw	A	Avery-Knodel			70	11	17	5	18	x	3	3		UP
ALT LAKE CITY	KALL	910	1kw	MBS	Avery-Knodel	3	1	47	2	2	3	19	6*	3	1	1/2	AP
	KDYL*	1320	5kw	NBC	Katz	7	1	63	15	10	1	11	3	1	7	1/2	UP;T
	KNAK	1280	1kw	A	Forjoe		24	115	5	12	4	8	2*			1/2*	UP
	KSL	1160	50kw	CBS	CBS Spot Sales	10	1	13	19	2	2	14	2*	3	5		AP;UP;W,A
	KUTA	570	5kw	ABC	Hollingberry	5		98	3	1	1	13	2*	2	1	4†	UP;St

O INFORMATION: Brigham City, KBUH; Price, KOAL; Vernal, KJAM.

VERMONT

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Post-mid	Network	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ENNINGTON	WBTN	1370	500w-D	A	McGillvra			23	14	6	3	10	2*	6	2		UP
RATTLEBORO	WTSA	1450	250w	ABC	Rambeau	7		44	5	1	3	11	6*	2	1		UP
URLINGTON	WCAX	620	5kw	CBS	Weed	8		19	9	2	4	7	1*	3	7		AP;Se
	WDOT	1400	250w	A	McGillvra		1	75	17	16	6	5	7*	7	5		UP;Se
	WJOY	1230	250w	ABC	Rambeau			45	8		3	12	15*	6	1		AP;T
ONTPELIER	WSK1	1210	250w	ABC	Grant	6		x	7	3		20			2		AP
EWPORT	WIKE	1490	250w	A	McGillvra			28	11	4	4	22	x*	5	12		UP;W
UTLAND	WIIWB	1000	1kw-D	A	Gill-P; K-C			45	4	4	4	9	2*		3	3	AP;W
T. ALBANS	WWSR	1120	1kw-D	MBS	Walker; Bannan	2		21	5	5		13	2	3	4		UP;W
T. JOHNSBURY	WTWN	1340	250w	KBS	McGillvra			12	x	x		14	3*	3	7	1	UP;T,W
PRINGFIELD	WNIX	1480	1kw-D	A	McGillvra			54	7	5	3	10	6*	3	2		UP;T
ATERBURY	WDEV	550	1kw	MBS	Walker	5		39	9	6		46	10*		5		UP;W

O INFORMATION: Rutland, WSYB.

SYMBOLS: { * am-fm station
} † fm station

D—daytime power
N—night power

• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

NEW YORK, CHICAGO LOS ANGELES, PHILADELPHIA AND SALT LAKE!

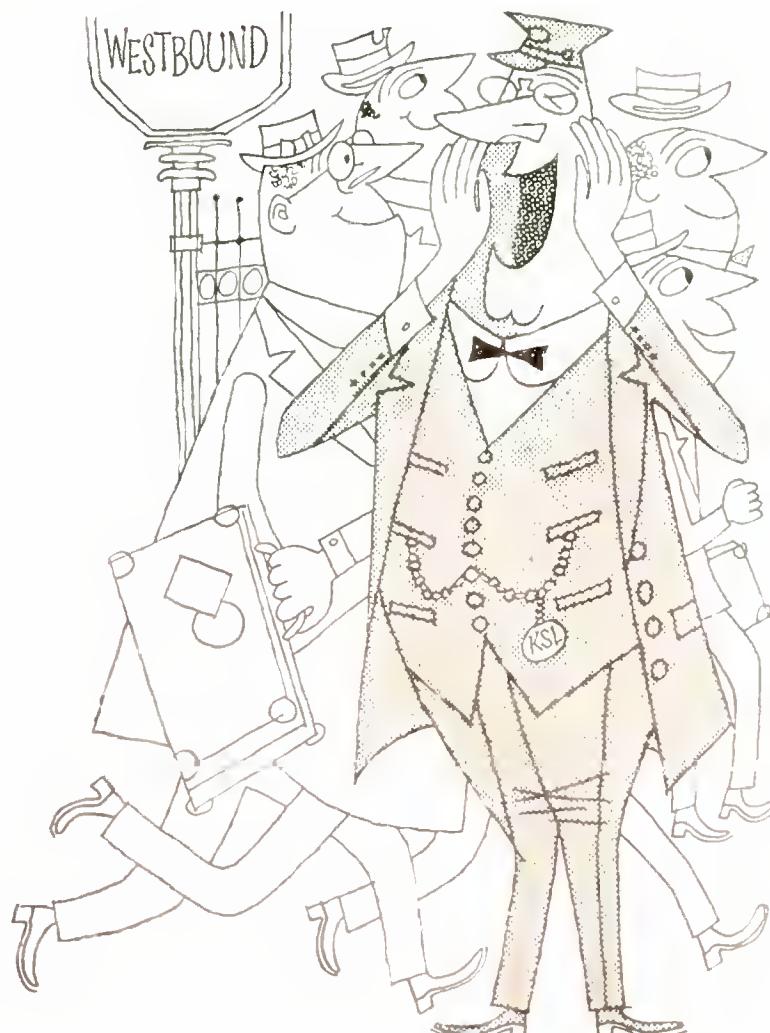
GOING PLACES? . . . then include the big 'n booming **billion-and-a-quarter dollar Salt Lake market** — and use KSL Radio, the *only* station that fits this 4 state, 61 county area like a glove.

In Salt Lake City, home of KSL, per family retail sales are 35% above the national average! Population growth is 29% above the average.

Get the complete KSL Radio story: market data, audience statistics and availabilities from CBS Radio Spot Sales or . . .

KSL Radio . . . Salt Lake City

50,000 watts . . . CBS in the Mountain West



VIRGINIA

City	Call letters	Freq	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services		
ALEXANDRIA	WPIK	730	1kw-D		Webb		70	7		7	8	x		1		12	AP		
ARLINGTON	WARL	780	1kw-D		Indie Sales		19		65	5	7		1	6		12	UP		
BEDFORD	WFAM	1390	5kw				100		6	10	7	2					AP		
BLACKSTONE	WBFT	1350	1kw-D				18	5	19	8	5	2		3	5		AP		
BRISTOL	WKIA	1190	250w	M.K.	Colton	5	32		4	1	12	2*		2		9	LW		
	WCYB	690	10kw-D		Gill-Perna		40	25	12		15	1*		5	7		AP;UP;A W,Co		
CHARLOTTESVILLE	WFUG	980	5kw	MBS	Walker	5	1	15	5	32	18	7	20*				UP;T		
	WCIV	1240	250w	ABC	Clark	4		10	50		6	15	3*	2	3		AP		
CLIFTON FORGE	WINA*	1280	1kw-D	M.K.			30	5			7	5*					UP;St		
CREWE	WCFA	1230	250w	MBS			7	50	10	10	3	13	5*	2	2		AP		
CULPEPER	WSVA*	800	1kw-D				24		24		7	2		6		7	W		
DANVILLE	WCVA	1190	250w	M.K.	Indie Sales	6		15	10	6	8	22	12*	2	2		UP;LWS		
FARMVILLE	WBTAI*	1330	5-D,1-N	ABC	Gill-Perna			45	5	30	6	12	2		13		AP;W		
FREDERICKSBURG	WDVA	1250	5kw	MBS	Keller	3		59	4	19	8	16	3*	4	5		UP;LW		
FRONT ROYAL	WFLO	870	1kw-D		Thos. Clark		36	10	9	2	11	3*		2	6		UP;T		
HAMPTON	WFVA	1230	250w	A.K.		7		37		6	4	16	x				UP		
HARRISONBURG	WFTR	1150	250w	KBS			72	5	10	4	23	3*		3	2		AP;W		
HOPEWELL	WVEC	1490	250w	NBC	Avery Knodel	5		72	14		5	11	3*				AP;W,St		
LYNCHBURG	WSVA*	550	1kw	NBC	Devney	6		x		14		x		3	12		W		
MARION	WIIAP	1340	250w		Indie Sales		74	10	9	1	10	4*		3	3		UP;T		
MARTINSVILLE	WLVA*	590	1kw	ABC	Hollingbery	9		45	6	10		10	2		6		AP;LW		
MT. JACKSON	WMEV	1010	1kw-D	A.K.	Indie Sales	x		40	1	12	2	8	2			2		AP;W	
NARROWS	WMVA*	1450	250w	N.K.	Grant		7		45	27	20	2	10	2	1	2		AP	
NEWPORT NEWS	WVNC	1310	5kw	ABC	Gill-Perna	3	1	92	7		6	19	3	1				AP;A	
NORFOLK	WCMS	1050	1kw-D		Koste			12		100	10	1	1					UP	
	WLOW	1100	250w	MBS	Forjoe	1	24	24		40	18	6	36*			1	46		
	WNOR	1230	250w		Weed		24	168				10	2*		2			AP	
	WRAP	850	1kw		Pearson						11	1					126		
	WRVA	(See RICHMOND)																	
NORTON	WTAR	790	5kw	CBS	Petry	9		25	6	2	3	10	2*	1	2				
ORANGE	WNVA	1050	1kw-D	M.K.	Burn-Smith	4		15	1	10	10	18	1				AP		
PORTSMOUTH	WAVY	1340	250w	MBS		5		38	7	18	8	23	6*	5	9		UP		
RADFORD	WRAD	1340	250w	KBS		9	1	37	1	13	1	14	1	3	3		UP;T		
RICHLANDS	WRIC	1050	1kw-D	KBS				69	13	16	6	11	1*	2	3		AP;A,T		
RICHMOND	WANT	990	1kw-D		United				33		37	4	12	3	1	6		Se,T,W	
	WCODE	(Same as WMHG)										9	7	7	2*				
	WIFE*	1480	5kw	MBS	Forjoe	3	1	67		15		10	1*	5	3		10	AP	
	WMHG*	1380	5kw	NBC	Bolling	x	1/2	x		x		x		x	x		UP		
	WRNL*	910	5kw	ABC	Petry	x	1	11	21	2	9	23	3*	3	8		1	AP;T,St	
	WRVA	1140	50kw	CBS	CBS Spot	8	21	29	8	37	10	12	3			4		UP;W,LW	
	WRVB	915		CBS	CBS Spot	1		24	38	1	8	11	2			1		UP;LW	
	WXGI	950	1kw-D		Indie Sales				65	11	2	2			2		4	AP	
ROANOKE	WDBJ*	960	5kw	CBS	Free & Peters	11	2	16	3	10	7	12	2	3	x			AP;UP;W	
	WRIS	1410	5kw-D	KBS				35		28		11	4*		4			AP;St	
	WROV*	1210	250w	ABC	Burn-Smith	1		90		1	6	21	1*			1		6	UP
	WSIS*	610	1kw	N.M.	Avery-Knodel	9	1/2	29	1	15	14	15	2	1	10			AP;T,LW	
SOUTH BOSTON	WIFIE	1400	250w	A.K.		7		28	6	5	8	12	7*	3	2		6	AP;W	
STAUNTON	WAFC	900	1kw-D		Thos. Clark			12	1	12	15	9	2	2	3			UP;Se	
	WTQN	1400	250w	ABC		6		x		4	21	2			3			AP;T	
WAYNESBORO	WAYB	1190	250w	M.K.		9		27	13		2	23	1*					AP;W,LW	
WINCHESTER	WINC	1400	250w	A.K.		5		60				11						UP	
WYTHEVILLE	WYAL	1230	1kw-D	M.K.		2		29	2	11	12	9		1	2		1	UP;LW	

NO INFORMATION: Webster, WKUO; Emporia, KAVV; Hattiesburg, WLPM; Waco, WFAA; Galaxy, WBOB; Lexington, WREB; Lynchburg, WWOB; Martinsville, WHEE; Newport News, WACH; Petersburg, WNTT; Winchester, WRFL.

WASHINGTON

City	Call letters	Freq.	Power	Nati network	National rep	DAILY HOURS					WEEKLY HOURS					Services	
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	
ABERDEEN	KXRO	1320	1kw	M,K	Walker	7	40	2	18	2	25	6*	2	1		UP	
BELLINGHAM	KPUG	1170	1kw	M,K	Headley-Reed	9	18	9	10	11	23	6*		5		UP	
	KVOS	790	1kw	ABC	Forjoe	6	70	1	5	12	21	10*	3	6		UP	
BREMERTON	KBRO	1490	250w				100	8	12	2	18	9*				UP;St	
CENTRALIA	KELA	1170	1kw	M,K	Walker	10	35	5	10	10	21	8*	1/2	3		UP	
CHEHALIS	KGLM	1420	1kw-D				15	8	5	1	11					UP	
COLFAX	KCLX	1450	250w	KBS			68		23	7	11	3*		2		AP	
EVERETT	KRKO	1380	1kw	MBS	McGillyra	9	24	1	2	10	25	12*		1		AP;Se	
KELSO	KLOG	1490	250w		Ayres		103	4	1	1/4	6	4*	1/2	2		UP	
KENNEWICK	KWIE	610	1kw	CBS	Meeker	10	40	3	4	3	15	1/2	2	2		AP;A	
KIRKLAND	KNBX	1050	1kw-D				42	2	27	1				2	UP		
MOSES LAKE	KSEM	1450	250w	KBS	Everett-McK		36	8	10	4	12	2*	2	8		UP	
MOUNT VERNON	KBRC	1430	500w		McGillyra		60	1	14	3	13	2*	2	4		UP	
OLYMPIA	KGY	1240	250w	M,K	Geo. Clark	10	18	1		5	22	2*		1		UP;W	
PULLMAN	KOFE	1150	1kw-D		Ayres		50	2		2	7			2		UP	
PUYALLUP	KAYE	1450	250w	KBS			60	12	12	25							
RAYMOND	KAPA	1340	250w		McGav.; M-L	5	50	1	8	3	18	6*	3	2		AP	
RENTON	KLAN	1230	250w				1	96	6	4	6	3	3*			UP;W	
SEATTLE	KAYO	1150	5-D,1-N		Headley-Reed		24	134	13		5	7	x*		1	UP	
	KING*	1090	50kw	ABC	Blair	9	2	101	1		2	13	5*	5	2	1/2	UP;INS
	KIRO*	710	50kw	CBS	Free & Peters	9	1/4	29	9	1	3	17	2	12	1		UP
	KISW‡	99.9	21kw						63		1						
	KOL	1300	5kw		Bolling		2	111		2	x	x*		2		INS,UP	
	KOMO	1000	50kw	NBC	Hollingbery	9	22	7	3	3	14	x	3	5		UP;A	
	KNBX	(See KIRKLAND)															
	KTW*	1250	1kw				24	35	18	1				1/2	1/2		
	KVI	570	5kw	MBS	H-R	12		x		x		x		x		AP;T	
	KXA	770	1kw-D		Rambeau			90		2	7			1/4		AP	
POKANE	KGA	1510	50kw	ABC		8	24	20	3	24	19	21	6*		2	UP;W	
	KIIQ	590	5kw	NBC	Katz	9		37	3	14	2	22	1	3	4	AP;A	
	KNEW	790	5kw	MBS	Weed	11		25		2	15	1*	2	4	3	AP;C	
	KREM*	970	1kw		Bolling		1	95		12	14	x		1/2		AP	
	KSPO	1340	250w		Benton-Paschall		24	77	8	17	7	5	2*		1	UP	
	KXLY	920	5kw	CBS	Walker	10			3		20		3	5		AP,UP	
UNNYSIDE	KREW	1230	250w		McGillyra; M-L		98		14	6	10	4*	3	3	3†		
ACOMA	KMO	1360	5kw		Branham		84	45	1	5	14	2*		2	1/2	UP;St,T	
	KTAC	850	1kw		Gill-Perna		63	8	9	7	14	8	5		5	UP;W	
	KTNT*	1400	250w		Weed		80	12	1	2	14	2*	5	3		AP,UP,A	
VANCOUVER	KVAN	910	1kw		Bolling		2	18	6	31	10	3	x*	6	2	UP	
VALLA WALLA	KTEL	1490	250w	ABC	Grant	8	14	5	2	2	5	2*	1/4	6		AP;W	
	KUJ	1420	5kw	MBS	Weed	8		36	6	6	8	20	2*		2	UP;T	
SENATCHEE	KPQ	560	5kw	A.N	Forjoe	5		44	4	1	12	24	6*	2	6	UP;LW	
	KWNW	1340	250w	MBS	McGillyra	11		16	2	3		24	x*			AP;St	
AKIMA	KIMA	1460	1-D,500-N	CBS	Weed		15	3	3	2	13	2	1	2			
	KIT	1280	5-D,1-N	ABC	Branham	10		21		6	5	12	3*	3	3	1/2†	UP;C
	KYAK	1390	1-D,500-N	MBS	Walker	7		31	8	7	11	13	2*	2	5	7†	UP;W

INFORMATION: Aberdeen, KBKW; Ellensburg, KXLE; Ephrata, KULE; Grand Coulee, KFDR; Omak, KOMW; Pasco, KPKW; Port Angeles, KONP; Richland, KALE*; Seattle, KJR; Toppenish, KENE; Yakima, KUTL.

SYMBOLS: { * am-fm station
{ † fm station

D—daytime power
N—night power

• local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

WEST VIRGINIA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services
BECKLEY	WJES*	560	5kw	CBS	Weed	8		38	4	2	10	4	1*	2	3	1	UP	
	WWNR	620	1-D.500-N		Ev'ett-McK; D.C			71	14	18	8	13	9*	2	3	...	1 AP	
BLUEFIELD	WHS	1440	5kw	NBC	Katz	8		18	6	21	9	11	1*	2	1½	½	AP;W,C	
CHARLESTON	WCW	1400	250w		McGillyra		1	65	6	9	3	9	3*	3	3	...	UP;LW, St,T	
	WCWS	580	5kw	CBS	Branham	11	1	50	9	18	4	22	3*	2	6	2	AP,UP	
	WGKV	1190	250w	NBC	Katz	9		8	5	7	6	3*	2	½	...	3 AP		
	WKNA*	950	5-D.1-N	ABC	Weed	5		36	4	8	15	15	8*	3	2	...	UP	
	WMON	(See MONTGOMERY)																
	WOVY	(See OAK HILL)																
CLARKSBURG	WTIP	1240	250w	MBS	Forjoe	4	14	20	2	50	15	17	6*	1	UP;W	
ELKINS	WBK	1400	250w	NBC	Branham	10		25	6	3	4	15	3	3	6	2	T	
FAIRMONT	WDNE	1240	250w	M.K				25		3	7	18	3*	3	1	...	UP	
HUNTINGTON	WVW*	1190	250-500	A.K	Gill-Perna	6	2	32				16	3*	1	...	3	AP,UP:S	
	WHTN*	800	1kw-D		Indie Sales			14	27	12	7	6	2*	1	2	...	UP;T	
	WPLH*	1150	250w	M.K	Walker	10		45	3		2	14	5*	AP;C		
	WSAZ	930	5-D.1-N	ABC	Katz	6	1	51	9	1	4	16	21*	4	3	...	AP	
KEYSER	WKYR	1270	1kw-D	KBS	McGillyra			31		28	8	11	x*	3	7	...	UP	
LOGAN	WVOW	1290	5kw	KBS				33	11	21	17	8	x*	2	UP;LW	
MARTINSBURG	WEPM*	1340	250w	KBS	McGillyra			35	18	7	10	11	3*	3	8	...	AP;T	
MATEWAN	WIIJC	1360	1kw-D	KBS				10	10	17	12	8	2*	3	UP;Se	
MONTGOMERY	WMON	1310	250w	MBS		9		37	4	13	7	15	2*	1	AP;W	
MORGANTOWN	WAJR*	1230	250w	M.K		6		45		15	14	2*	UP;W	
MOUNDSVILLE	WMOD	1370	1kw-D	KBS				21	23	46	9	11	3	...	3	...	UP;W	
N. MARTINSVILLE	WETZ	1330	1kw-D	A.K	Gill-Perna	3		25	2	2	2	12	3*	2	3	...	AP,St,Se	
OAK HILL	WOVY*	860	10kw-D					60	1	27	20	7	1*	2	6	6	AP;C,T	
PARKERSBURG	WCOM	1230	250w	ABC	McGillyra	9		30	2	4	6	17	2*	3	AP;W	
WEIRTON	WPAR*	1450	250w	CBS	Branham	7		56	4	3	5	15	2	1	2	...	UP;T	
WELCH	WEIR	1430	1kw		Rambeau			74	7	4	5	19	11*	2	1	3	AP;T	
WESTON	WBRW	1310	250w	M.K		9		40		26	3	14	3	...	x	...	AP;G	
WHEELING	WIAW	1450	250w	M.K		8		26	5		2	22	x*	...	6	...	UP;A	
	WILL	1600	5kw-D		Gill-Perna			45	1		4	10	2*	...	1	1	...	UP
	WKWK*	1100	250w	ABC	Weed	10		45	½			12	3*	2	½	...	UP	
	WWVA*	1170	50kw	CBS	Blair	8	24	22	3	45	11	10	1*	2	2	...	AP;LW	

NO INFORMATION: Bluefield, WKYV; Clarksburg, WILAR, WPDX; Fairmont, WMMN; Logan, WLQG; Morgantown, WCLG; Pineville, WWYO; Princeton, WLHI; Ronceverte, WRON; Welch, WEWC; Williamson, WBTI.

WISCONSIN

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS					WEEKLY HOURS						
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
APPLETON	WAPL	1570	1kw-D		Gill-Perna			71				11	2	UP
	WIBY	1230	250w	MBS	Meeker	7		48	8	30	6	25	15*	1½	6	...	AP;W
BELOIT	WBEL	1380	5kw-D		Rich; Holman			60	14	20		10	x	x	x	8	AP;T
CHIPPEWA FALLS	WGZ	1190	250w	MBS	Geo. Clark	5		25	5			16	6*	AP;W
EAU CLAIRE	WCIF	1150	1kw-D	KBS	Thos. Clark			30	1	16	1	10	3	3	6	...	UP;W
	WBIZ	1100	250w	MBS	McGillyra	9		62	10		4	12	12*	2	2	...	UP
	WEVI*	790	5kw	NBC	Hollingbery	7		12		1		7	1	4	...	UP;T	
	WRFW	1050	1kw-D					21	8	21	9	6	2	3	5	...	AP;St,Se
GREEN BAY	WBAY	1360	5kw	CBS	Weed	10		15	3	14	1	16	2	3	14	...	UP
	WJPG	1110	1-D.500-N	MBS	McGillyra	5		35				20	7*	2	11	...	AP;T,St
JANESVILLE	WCLO*	1230	250w	MBS	Everett-McK	3		58	3		2	21	8*	...	12	...	AP
KENOSHA	WLIP	1050	250w-D		Everett-McK			13	8		3	10	4	1	5	2	AP;W
LA CROSSE	WKBH	1110	5kw	NBC	Raymer	9		19	4	9		10	3	3	3	...	AP;W
	WKTY	580	1kw	ABC	Everett-McK	8		40		14		18	x*	...	20	...	UP;T
	WLCA	1190	250w	M.K		3	2	129			1	3	x*	...	1	...	UP;INS
LADYSMITH	WLDY	1340	250w	KBS	Thos. Clark	7		80	14		5	31	15*	...	6	...	UP

SYMBOLS: * am-fm station
/ fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

WISCONSIN (continued)

City	Call letters	Freq	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ADISON	WIBA*	1310	5kw	NBC	Avery-Knodel	8		37	9	4	5	14	3*	3	9		AP
	WISC*	1480	1kw	A,M	Hollingberry	7		80	10		5	16	10*		6		UP
	WKOW	1070	10kw	CBS	Headley-Reed	x		42	6	6	3	10	2*	3	18		UP;LW
	WMFM†	104.1	7.5kw					100	2	1	2	6	2*	1 ₂	1 ₂		UP
ANITOWOC	WOMT	1240	250w	MBS	Holman	9		17	5	7	5	20	6*	3	5		UP
	WWOC	980	1kw-D		McGillyra	3		35	5	12	4	9	21*	4	4		AP
ARINETTE	WMAM	570	250w	NBC	V,R&McC	11		21	5	15	6	25	9*	3	11		UP;T
ARSHFIELD	WDLB*	1450	250w					30	10	6	5	19	6*	3	6		UP;T
ENOMONIE	WMNE	1360	500w-D	KBS	Lawson			20	3	20	2	15	3	2	3	1	UP;LW
MILWAUKEE	WCAN	1250	5kw		Rosenman			56	17	11		10	6		1	6	UP;St
	WEMP*	1340	250w		Headley-Reed		24	143			2	3	x*		2		UP
	WFOX	860	250w-D	KBS	Geo. Clark			42				7	2		14		AP
	WISN	1150	5kw	CBS	Katz	8		51	7		2	12	2	5	2		INS;W,A, AP
WMIL	1290	1kw-D			Everett-McK					72		10			3	6	UP
	WOKY	920	1kw		Bolling		24	112	6	6	2	28	6*	1	3	15	UP
	WTMJ	620	5kw	NBC	Christal	8	1/2	x				x		3	6		
MONROE	WEKZ	1260	500w-D					30	6	6	5	3	2*	10	15	7	AP
EENAH	WNAM	1280	1kw	KBS	Walker			84	2		10	7	16*	1	1		UP;T
SHKOSH	WOSH	1490	250w	ABC	Pearson	3		85			2	12	5*		1/4		UP
ARK FALLS	WPFP	1450	250w	KBS	Thos. Clark			50	25	70	6	x	18*	6	8	1/2	UP;LW
ORTAGE	WPDR	1350	1kw-D					35	8	2	3	10	3	5	4		UP;C,T
RAIRIE DU CHIEN	WPRE	1280	500w-D					45	1	7	3	3	2*	2	3		UP;C,W
ACINE	WRAC	1460	500w-D	KBS	Sears & Ayer			41	1	5	4	13	4*		1		UP;LW
	WRJN*	1400	250w	ABC	Walker	8		22	10	6	4	16	6*	3		5	AP
HINELANDER	WOBT	1240	250w	MBS	McGillyra	7		40	8		8	20	6*	2	1/4		UP;T
CHLAND CENTER	WRCO	1150	250w	KBS				40	9	7	4	18	x*	4	2		UP;T
IAWANO	WTCH	960	1kw	KBS	Lawson			50	11	17	5	11	2*	6	7	2	UP;W
HEBOYGAN	WHBL	1330	1-D,250-N	ABC	V,R&McC	5		47	9	8	7	15	7*	1	2		AP;W
MARTA	WKLJ	990	250w-D	KBS				28	1	5	4	10	7*		5		UP;St,Se
MURGEON BAY	WDOR	910	500w-D		McGillyra			x			x	5	1	3	6		AP;T
MATERTOWN	WTTN	1580	250w-D	KBS				60	5	2	4	x	3*	3	10	1 ₂	UP;T
WAUKESHA	WAUX	1510	250w-D	KBS	Holman			20	2	12		7			5	12	AP;LW
WAUSAU	WOSA*	550	5kw	M,K	Rambeau	3	2	24	9	24	6	12	20*	5	6		UP;A,S,C, St,Co
	WSAU	1400	250w	NBC	Meeker	9		38	7	5	3	11	3*	1/2	1		UP,AP;T
MUS. RAPIDS	WFHR*	1340	250w	MBS	Devney	6		40	7	7	5	18	8*	2	6		AP;W,T

INFORMATION: Antigo, WATK; Ashland, WATW; Beaver Dam, WBEV; Fond Du Lac, KFIZ Green Bay, WDIZ; Hartford, WTKM Medford, WIGM; Foynette, WIBU; Edsburg, WRDP; Rice Lake, WJMC; Stevens Point, WSPT; Sturgeon Bay, WOKW; Superior, WDSM; Two Rivers, WTRW; Wausau, WHVF; West Bend, WBKV.

WYOMING

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS				WEEKLY HOURS							
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ASPEN	KSPR	1470	5-D,1-N	CBS	Walker-Moore	6		40				25	3				UP;W,A
	KVOC	1239	250w	M,A	McGillyra			18	7	3	6	17	5*	3	3		AP
HEYENNE	KFBC	1240	250w	ABC		8		30	4		2	16	8*	2	2		UP;St
	KODI	1400	250w	ABC	McGillyra	8		13	4	2		10	4*	2	10		AP;W
ANDER	KOVE	1330	1kw	M,K	Continental	9		35	13	11	5	14	12*	2	2		AP
	KOWB	1340	250w	M,K	Avery-Knodel	8		30		10	3	12	16*	1	1		UP;W
EWCASTLE	KASL	1240	250w	ABC	McGillyra			11	8	7	6	14	6*	6	6		AP;W
	KRAL	1240	250w	A,K	McGillyra	9		14	4	1	6	17	5*	3	3	1 ₁	AP

INFORMATION: Cheyenne, KVVO; Evanson, KLUK; Powell, KPOW; Riverton, KWRL, Rock Springs, KVRS; Sheridan, KWYO; Torrington, KGOS; Worland, KWOR.

ALASKA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
ANCHORAGE	KFQD	730	10kw	CBS	Alaska Sl.	7	50	33	9	5	18	5	3	-	-	-	AP;LW,T
FAIRBANKS	KFRB	900	10kw	CBS	Alaska Sl.	7	52	33	9	4	18	5	3	-	-	-	AP;LW,T
JUNEAU	KINY	800	5kw	CBS	Alaska Sl.	5	30	28	9	4	3	4	3	1/4	-	-	AP;LW,T
KETCHIKAN	KABI	580	1-D,500-N	A,M, N	Fletcher	9	30	5	1	4	10	4*	4	-	-	-	AP;A
SEWARD	KTKN	930	1kw	CBS	Alaska Sl.	5	30	28	9	4	3	4	3	1/4	-	-	AP;LW,T
SITKA	KIBI	1340	250w	CBS	Alaska Sl.	5	30	28	9	4	3	4	3	1/4	-	-	AP;LW,T
SITKA	KIFW	1230	250w	CBS	Alaska Sl.	5	30	28	9	4	3	1	3	1/4	-	-	AP;LW,T

NO INFORMATION: Anchorage, KBYR, KENI; Fairbanks, KFAR; Juneau, KJNO.

GUAM, M. I.

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
AGANA	KUAM	610	1kw	NBC	Young	6	80	3	14	1	7	1	5	2	7	-	-

HAWAII

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
HILO	KHBC	970	1kw	(Same as KGMB Honolulu)													
	KILA	850	1kw	NBS	Hollingbery	6	1	x				8	12			43	UP
	KAHU	(See WAIPAHU)															
HONOLULU	KGMB	590	5kw	CBS	Free & Peters	5	36	3	3	1	8	3*	4		17	UP;C	
	KGU	760	250w	NBC	NBC Spot	10						11	x*		12	-	UP
	KIKI	860	250w		Rambeau	24	66	21	18		2	3*		1	27	LW	
	KPOA	630	5kw	MBS	Hollingbery	4	1	60		28	2	6	13*		12	UP	
	KULA	690	10kw	ABC	Young			43			4	6	x		25	UP	
WAILUKU	KMVI	550	1kw	NBC	NBC Spot	6		20				7	x*		14	UP;T	
WAIPAHU	KAHU	920	1kw		Devney; L.O.C	1	70	6	13		1	x		1/4	51	AP	

NO INFORMATION: Hilo, KIWA; Honolulu, KIION, Kaneohe, KANI; Lihue, KTOIL.

PUERTO RICO

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
CAGUAS	WJFR	1240	250w					95					2*		100†		
MAYAGUEZ	WAEL	600	1kw					60	4	6	4	13	15*		119†	8	
PONCE	WTIL	1300	1kw					40	4		4	11	7*		119†		
SAN JUAN	WISO	1260	1kw	Pan-Am. Bdest.				60	4		4	11	3	2			
SANTURCE	WAPA	680	10kw	A,M	Caribbean			80			4	2	5*	1	5	103†	
	WKAQ	580	5kw	CBS	Inter-American	6		14			1	4	4		x†	UP	

NO INFORMATION: Aguadilla, WABA; Arecibo, WCMN, Bayamon, WENA; Caguas, WMIA, WVJP; Fajardo, WMDD; Guaxama, WXRF; Mayaguez, WKJB, WORA; WPRA Ponce, WPAB, WPKP; Rio Piedras, WRIO; WWW; San Juan, WHOM, WIAC, WITA, WKVM; Santurce, WIPL.

CANADA

ALBERTA

City	Call letters	Freq.	Power	Natl network	National rep	DAILY HOURS			WEEKLY HOURS								
						Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro
CALGARY	CFAC	960	5kw	T-C	Weed; All-Can.	5	1/2	10	15	2	5	13	7*	1	5		BUP,BN;A,T,W
	CFCN	1060	10kw	Dom	CSR; Oakes; Reps. Ltd.	3	1		4	13	9	9	3		6		BN,BUP;LW,Se
EDMONTON	CKXL	1140	1kw	Dom	Forjoe; Stovin	24	73	5	11	6	19	10*	2				BN,BUP
	CFRN*	1260	5kw	Dom	CSR; Oakes; Reps. Ltd.	2	24	91	4	7	10	24	8*	4	1/2		BUP,BN;LW
	CJED	1080	1kw		Forjoe; Stovin	21	135	11	2	3	2	4*					BUP,BN
GRAND PRAIRIE	CHFA	680	5kw	Fr	McGilly; Renaud	5		15	31	15	6	10	2	3	1	32	BUP;Se
LETHBRIDGE	CFGP	1050	5kw	T-C	Weed; All-Can.			22	8	6	7	11	8*	3	3		BN
	CJOC	1220	10-D,5-N		Weed; All-Can.	7		43	9	7	3	14	6*	3	3		BUP,BN;LW,W,A,T
PEACE RIVER	CKYL	630	1kw		Alexander	1	65	16	11	6	9	x*	3	2	2		BN;Se

NO INFORMATION: Regional Station CBX; Camrose, CFCW; Edmonton, CJCA, CKUA; Medicine Hat, CHAT; Red Deer, CKRD.

SYMBOLS: { * am-fm station
† fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified category unclaimed

CANADA (continued)

BRITISH COLUMBIA

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CHILLIWACK	CHWK	1270	1kw	Dom	Weed; All-Can.	1		15	23	10	9	15	6	2	3	1/2	BUP		
DAWSON CREEK	CJDC	1350	1kw	T-C	Cooke; Reps Ltd.			60	12	45	10	25	x*	12	6		BN;A		
CAMLOOPS	CFJC	910	1kw	Dom	Weed; All-Can.	5		37	16	9	6	7	1*	3	2		BN		
KELOWNA	CKOV	630	1kw	T-C	Weed; All-Can.			30	13	7	7	11	5*	2	4		BN;W		
JANAIMO	CHUB	1570	1kw		Cooke; S&T	1	x	x	1	4	x	2	30		1		BUP;W,St		
JELSON	CKLN	1240	250w	T-C	CSR; Stovin	6		34	7	4	12	11	6*	8	3	1/4	BN		
J. WESTMINSTER	CKNW	1320	5kw		Forjoe; NBS		24	117	2	12	2	21	6*	1			BUP,BN;A,St		
ENTICTON	CKOK	800	1kw	Dom	Cooke; Hunt; Mul.	2	1	64	8	2	1	13	3*		1	45	BN;St		
MORT ALBERNI	CJAV	1240	250w		S&T			66	19	4	5	17	8*			1/2	BN;W,C,St,LW,Co		
PRINCE GEORGE	CKPG	550	250w	T-C	Weed; All-Can.	2		51	2	4	10	14	4*	6	5		BN		
PRINCE RUPERT	CFPR	1240	250w	T-C	Stovin	12		28	21	14	1	13	3		6				
RAIL	CJAT	610	1kw	T-C	Weed; All-Can.	x		45	30	3	3	16	3*	2			BN;W		
VANCOUVER	CJOR	600	5kw	Dom	CSR; Stovin	2	24	48				18					UP,BUP, BN;T		
	CKMO	1410	1kw		Cooke; Renaud	1	36	12	20	4	17	3*					UP;A		
	CKWX	980	5kw	MBS	Weed; All-Can.	1	21	40	33	6	8	17	4*	1	5		BN,BUP;W		
VERNON	CJIB	940	1kw	Dom	Cooke; Reps Ltd.			x	7	x		13	3*	2	x	2	BN;Se		
ICTORIA	CJVI	900	1kw	Dom	Weed; All-Can.	5	24	49	7	3	1/2	15	3*				BN;T		
	CKDA	1280	5kw	T-C	Forjoe; NBS		1	65	8	18	1	x	5*				BN,BUP;Se,St		

INFO: INFORMATION: Vancouver, CBU, CKLG.

MANITOBA

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
GRANDON	CKX	1150	1kw	Dom	CSR; Reps Ltd.		1												
DAUPHIN	CKDM	1230	250w	Dom	CSR; Reps Ltd.			101	8	15	5	14	4*	10	2	1	BN;Se		
LIN FLON	CFAR	590	1kw	T-C	CSR; Stovin	4	1/4	36	16	10	1	9	5*	3			BN;Se		
T. BONIFACE	CKSB	1250	1kw	Fr	McGillivra	3		19	22	6	4	11	1	6	2	4	BUP		
VINNIPEG	CJOB	1340	250w		CSR; Reps Ltd.		24	104	7	12	3	16	1	6			Both: A,W,T,LW,St		
	CKRC	630	5kw	Dom		3	1/2	79	9	2	2	16	2	4	3		BN,BUP;LW,St		
	CKY	580	5kw		Cooke; Stovin		1	70		25	9	18	x*	3	6		A,C,Se		

INFO: INFORMATION: Regional Station, CBW.

NEW BRUNSWICK

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
CAMPBELLTON	CKNB	950	1kw		Weed; Hardy			10	9	6	7	8	2						
DMUNDSTON	CJEM	570	1kw		CSR; Stovin	5		15	22	5	2	11	3	1/2	7		BN;Se		
REDERICKTON	CFNB	550	5kw	T-C	Weed; All-Can.	6	1/4	18	5	9	4	13	3				St,T		
MONCTON	CKCW	1220	10kw	Dom	CSR; Stovin	4	1	18	3	3	1	11	2*	2	6		BUP,BN;LW		
NEWCASTLE	CKNR	1340	250w	T-C	Renaud	6		15	2	14	3	14	x*	3	2		BUP,BN		
T. JOHN	CFBC	930	5kw	Dom	CSR; NBS		1		8	5	x	12	3*	3	x	1/4	BN,BUP;T		

INFO: INFORMATION: Moncton, CBAF; Sackville, CBA; Saint John, CHSJ.

NEWFOUNDLAND

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
T. JOHN'S	CJON	930	5kw		Weed; All-Can.		1	38	5	12	7	16	4	5			BN:LW		

INFO: INFORMATION: Corner Brook, CBY; Gander, CBG; Grand Falls, CBT; St. John's, CBN, VOAR, VOCM.

NOVA SCOTIA

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mld	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
ANTIGONISH	CJFX	580	5kw	Dom	CSR; P.M.	6		21	6	15	4	12	4*	—	1		BUP;Se		
BRIDGEWATER	CKBW	1000	1kw	T-C	Cooke; Reps Ltd.	5		30	16	22	8	13	2*	5	4		BN		

CANADA (continued)

	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
HALIFAX	CJNS*	960	5kw	Dom	Weed; All-Can.	3	1/2	42	4	10	2	11	2*	1/2				BN,BUP; T,LW	
KENTVILLE	CJCH	920	5kw	...	CSR; P.M.		2	60	5	16	8	14	4*	6				BN;W	
SYDNEY	CKEN	1490	250w	...	Alexander			25	15	8	7	9	x*	3	2			BN;W	
TRURO	CJCB*	1270	5kw	Dom	Weed; All-Can.	2		70	10	45	10	15	8	12				BN;LW,T	
WINDSOR	CKGL	1400	250w	...	RTS			40	10	10	3	11	3*	6	3	1/2		BN,BUP; W	
NO INFORMATION	CFAB	1450	250w	...	Alexander			25	15	8	7	9	x*	3	2			BN;W	

NO INFORMATION: Halifax, CBII; New Glasgow, CKEC; Sydney, CBI; Yarmouth, CJLS.

ONTARIO

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
BARRIE	CKBB	1230	250w		CSR														
BELLEVILLE	CJBQ	1230	250w	...	CSR; Stovin			80	10			11	3					WT	
BRAMPTON	CFJB	1090	250w-ID	...	Radio & Tv Sls			50	2	7	5	x	x		2	2		BN,BUP; W,Se	
BRANTFORD	CKPC*	1380	1kw	Dom	Alexander			67	2	6	10	18	7	7	3	1		BUP;W,C	
BROCKVILLE	CFJR	1450	250w	Dom	CSR; Stovin	6		26	18	11	7	8	4	6	4			BUP	
FORT FRANCES	CFQB	800	1kw	Dom	Cooke; Lawson	8		58	1	28	1	11	2	2	3			BN	
FORT WILLIAM	CKPR	580	1kw	T-C	CSR; Radio Rep	8		27	4	3	6	12	4	3	3/4			BN;T	
HAMILTON	CHML	900	5kw	Dom	x	3	108	5	11	6	x	6*	8		3			BN;St	
	CKOC	1150	5kw	T-C	Weed; All-Can.	3	1	63	5	3	2	14	3	5				BN,BUP; W,T	
KENORA	CJRL	1220	1kw	Dom	Cooke; Stovin	6		70	3	3	2	10	5*					BN,BUP; AP	
KINGSTON	CKLC	1380	1kw	Dom	Forjoe; Stovin	3	2	90	14	10	4	13	9*	6	2			BN,BUP; W	
KITCHENER	CKWS*	960	5kw	T-C	Cooke; NBS	8	1	40	6	4	2	9	3	1	6			BN;L,W,T	
LONDON	CKCR	1490	250w	Dom	CSR; Renaud	1/2	1/4	72	10	18	10	11	13*	3	1/2	3		BN;A,Se	
NIAGARA FALLS	CFPL*	980	5kw	Dom	Weed; All-Can.	3	2	72	5	7	6	16	6*	10	4			BN:L,W,W	
ORILLIA	CHVC	1600	5kw	...	Cooke; Alex'r			60	1	9	10	9	5	6	1/4	17		BUP;T	
OSHAWA	CFOR	1570	1kw	Dom	CSR; S&T	4		40	4	20	12	10	4*	5	2			BN;W	
OTTAWA	CKLB	1240	250w	...	McGillvra			1	77	11	6	11	15	4*	6	1	1	BN;W,L,W	
	CFRA*	560	5kw	...	Weed; S&T			24	85	5	20	3	19	6*	3	6		BN,BUP; LW,C	
	CKOY	1310	5-D,1-N	Dom	Cooke; NBS	2	24	100	3	3	6	16	6*	6				BN,BUP; T,LW,C, W	
OWEN SOUND	CFOS	1470	1kw	Dom	CSR			36	2			12	3	6	9				
PETERBOROUGH	CHEN	1430	1kw	Dom	Weed; NBS	4		66	6	10	6	12	4*	2	2			BN;LW	
PORT ARTHUR	CFPA	1230	250w	Dom	Weed; Alex'r	3		10	3	4	2	7	3*		1/2			BN;St	
ST. CATHARINES	CKTB	620	1kw	Dom	McGillvra; P.M.					4	16	2*	9	2	2			BN;W,St	
ST. THOMAS	CHLO	680	1kw	T-C	CSR; S&T	5	24	69	16	11	8	16	5	10	4			BN,BUP; LW,Se	
SARNIA	CHOK	1070	5-D,1-N	T-C	Cooke; P.M.	5	1	28	24	11	9	11	7*		1			BN;LW	
SAULT STE. MARIE	CJIC	1490	250w	T-C	McGillv; Ale'xr	7	1	46	10	13	6	20	x*	3	2				
SUDSBURY	CHNO	900	1kw	D-F	CSR; Renaud	4	1	50	10	6	4	12	9*		3	3		BN;Se	
TIMMINS	CKSO	790	5kw	T-C	Weed; All-Can.	8	1	19	3	3	5	12	4*	3				BN	
TORONTO	CFCL	580	1kw	...	McGillv; Renaud	3		60	20	10	5	10	7*	5	3	4		BUP;Se	
	CFRB*	1010	50kw	CBS	McGillv;R&T Sls							6	2	3				BN,BUP	
	CHUM	1050	1kw-D	...	McGillv;R&T Sls			x			6	x	2	3		6		BN	
	CKEY	580	5-D,1-N	...	Cooke; NBS	21	100	2	4	5	19	5*	1					BN,BUP; W,A,G, T,St	
	CKFH	1400	250w	...	Weed; S&T	21	100	16	5	4	7	11*	2	5				BN;P;Se,A	
WELLAND	CHVC	(See NIAGARA FALLS, ONT.)																	
WINDSOR	CKLW	(See DETROIT, MICHIGAN)																	
WINGHAM	CKNX	920	1kw	Dom	CSR; Alexander			35	15	19	8	8	4*	1	6			BUP;T	
WOODSTOCK	CKOX	1340	250w	...	Renand			25	10	8	7	11	6*	8	3			BUP;LW	
NO INFORMATION	CJAM	CFCC	Cornwall, CRSE	Guelpth, CJOF	Kirkland Lake, CJKL	Leamington, CJSP	North Bay, CFCH	Ottawa, CBO	Pembroke, CHOV	Stratford, CJCS	Toronto, CBL	CJBC	Windsor, CBE						

PRINCE EDWARD ISLAND

City	Call letters	Freq.	Power	DAILY HOURS								WEEKLY HOURS							
				Natl network	National rep	Network	Post-mid	Pop music	Concert	Folk	Relig	News	Sports	Home-making	Farm	Foreign	Negro	Services	
SUMMERSIDE	CJRW	1210	250w	Radio Reps. Ltd.				56	10	19	11	9	6*	3	1			BUP;W	
NO INFORMATION	Charlottetown, CFCY.																		



“My Ideal Rep”

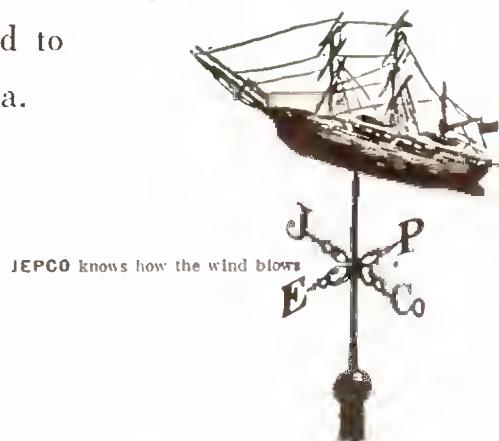
**says Ted Kelly of
McCann-Erickson, New York**

“My ideal would provide the intangible data concerning a market or station area not found in the general statistical sources, i.e., would provide data either common to other markets or specific to the market's makeup.

Such information would aid the buyer in selecting the audience most suitable for the product.”

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believes the client
is entitled to special
information about markets
and stations whenever requested.
We are prepared to
supply such data.



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NEW YORK • CHICAGO • MINNEAPOLIS • DALLAS • LOS ANGELES • SAN FRANCISCO

CANADA *(continued)*
QUEBEC

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	DAILY HOURS			WEEKLY HOURS							
								Pop music	Concert	Folk	Relig	News	Sports	Home making	Farm	Foreign	Negro	Services
AMOS	CJAD	1310	250w	Fr	Weed; Renaud	7	1 ₄	31	13	6	5	14	10*	3	5	1 ₂	BUP	
CHICOUTIMI	CJMT	1150	250w		Renaud		1	74	23	5	5	5	3	1	2	3	BN	
HULL	CKCH	970	1kw	Fr	McGilly; Renaud	8	1 ₂	12	33	11	5	12	3*	3	3	3	BN	
JONQUIERE	CKRS	590	1kw		CSR; Hardy	2			13	6	3	13	4	2	2	3	BN	
LA SARRE	CKLS	1240	250w	Fr	Weed; Renaud	7	1 ₄	31	13	6	5	11	10*	3	5	1 ₂	BUP	
MONTREAL	CBF*	650	50kw	Fr			16	6	25	1 ₂	3	7	6	2	4	4	BN,BUP	
	CFCF*	600	5kw	ABC; Dom	Weed; Renaud	7	1 ₄	31	13	6	2	14	4*				BN,BUP; St	
	CHLP	1110	1kw		McG; Renaud			57	18	3	7	13	3*	5		38	BN,BUP; A	
	CKAC	730	10kw	CBS	CSR; Renaud		1 ₂	70	5	2	7	11	5*	10			BN,BUP	
QUEBEC	CHRC	800	5kw		CSR; Hardy			70	20	2	7	12	1*	4	3		BN,BUP	
	CJQC	1310	250w	T-C	R&T Sales		3	28	5	11	4	12	3*	3			BN;WLW	
	CKCA	1280	1kw		Weed; Renaud	4		111	12		5	11	4		1		BN;W	
RIMOUSKI	CJBR*	900	5kw	Fr	CSR; Stovin		1 ₂	38	25	6	6	9	4*	1	1		BN;Se	
ROUYN	CKRN	1100	250w	Fr	Weed; Renaud	7	1 ₄	31	13	6	5	14	10*	3	5	1 ₂	BUP	
SOREL	CJSO	1320	1kw		Cooke; Hardy			70	15	11	4	3	8*	3			BN	
THETFORD MINES	CKLD	1230	250w	Fr	CSR; Hardy	4		8	6	7	2	10	4	1			BUP	
TROIS-RIVIERES	CHLN	558	1kw		CSR; Renaud	1		27	18	25	5	14	7	3	3		BUP	
VAL D'OR	CKVD	1230	250w	Fr	Weed; Renaud	7	1 ₁	31	13	6	5	14	10*	3	5	1 ₂	BN;P	
VILLE-MARIE	CKVM	710	1kw		CSR; Hardy	6		4	7	3	8	x	1*	3	7		Se	

NO INFORMATION: Alma, CFGT; Chicoutimi, CBJ; Drummondville, CHRD; Granby, CHEF; Matane, CKBL; Montmagny, CKBM; Montreal, CBM, CJAD, CJMS, CKVL; New Carlisle, CHNC; Quebec, CBV; Riviere-Du-Loup, CJFP; Roberval, CHRL; Ste. Anne De La Pocatiere, CHGB; St. Georges De Beauce, KRB; Shawinigan Falls, CKSM; Sherbrooke, CHLT; CKTS; Trois Rivieres, CKTR; Victoriaville, CFDA.

SASKATCHEWAN

City	Call letters	Freq.	Power	Natl network	National rep	Network	Post-mid	DAILY HOURS			WEEKLY HOURS							
								Pop music	Concert	Folk	Relig	News	Sports	Home making	Farm	Foreign	Negro	Services
GRAVELBOURG	CFRG	1230	250w	Fr	Renaud	6		8	4	...	3	8	1	3	1	105		
MOOSE JAW	CHAB	800	5kw	Dom	Weed; Stovin	2		41	16	5	9	17	5*	2	3		BUP	
N. BATTLEFORD	CJNB	1160	1kw		Stovin	1		48	5	16	8	11	11*	3	3		UP;St	
PRINCE ALBERT	CKBI	900	5kw	Dom	Weed; All-Can.	3	1	x	1	30	10	11	3*	1	12	2	BN;T	
REGINA	CKCK	620	5kw	T-C	Weed; All-Can.	3	1	30	5	2	5	10	5*	5	1		BN,BUP; W	
	CKRM	980	5kw	Dom	CSR; Reps Ltd.	2	1	50	15	7	3	12	7*	6	5		BN,BUP; LW,A	
SASKATOON	CFNS	1170	1kw	Fr	Renaud	8		15	36	11	4	8	1	2	4		BUP	
	CKOM	1420	5kw		Weed; Stovin		1	56	9	12	6	13	5*	2	3	2	BN;T,C	
YORKTON	CJGX	940	1kw	Dom	CSR; Stovin	5		18	2	20	10	10	2*		5	2	BN;LW	

NO INFORMATION: Regional Station, CBK, Saskatoon, CFQC.

SYMBOLS: { * am-fm station
† 1 fm station

D—daytime power
N—night power

* local sports covered
† Mex. Span. included

x figure unspecified
category unclaimed

Sound Broadcasting at Its Very Finest!
WGAR WRFD WTTM WMMN

CLEVELAND, OHIO

WORTHINGTON, OHIO

TRENTON, N. J.

FAIRMONT, W. VA.

**Great Radio Stations Serving and Selling
Rich American Markets!**

PEOPLES BROADCASTING CORPORATION



concert music PAGE 67

493 stations with 10 weekly hours or more of orchestral music.



farm radio PAGE 73

679 stations reporting special programming beamed to rural America.



folk music PAGE 80

357 stations programming 20 hours or more per week in this category.



foreign language PAGE 83

369 stations programming in 38 languages with table of hours per week



RADIO CATEGORY DIRECTORY



mexican-american PAGE 87

139 stations with Spanish language programming for this audience.



negro radio PAGE 91

596 stations regularly scheduling programs appealing to Negro audiences.



popular music PAGE 102

250 stations with a total of 75 hours or more per week in this category.



religious & gospel PAGE 105

373 stations scheduling 10 or more hours per week in this category.



Year After Year Experience Has Proved*

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*Your Los Angeles Market coverage is incomplete without



1330 on your radio... 92.3 on your FM sets
PRUDENTIAL SQUARE • LOS ANGELES

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concert music



symbols

- ‡ station features light concert music predominantly (44% of list)
- * member Good Music Broadcasters
- Figures represent hours per week

1684 stations regularly schedule either light orchestral or classical music. This represents 78% of all 1955 questionnaire respondents. In 1954, 922 stations reported schedules in this category or 61% of all respondents. Further indication of the growing popularity of this type of programming is the number of stations now scheduling 10 hours or more in this category—493 or 23% of total respondents as against 144 stations or 9% of total respondents last year. All states including the District of Columbia are represented in this special section.

Most of the stations are located in the larger metropolitan areas. 123 of them, however, or 25% of this special list also appear in the Farm Radio category (see page 73). In fact, concert music stations comprise 18% of the total number of stations in the Farm category. In 1954 only 5% of the farm stations were in the concert directory.

Also on the concert list are 24% of the foreign language stations.

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PHILADELPHIA	WFLN
LOS ANGELES	KFAC
SAN FRANCISCO	KEAR
DETROIT	WLDM
BOSTON	WCRB
ST. LOUIS	WEW
BALTIMORE	WITF-FM
WASHINGTON, D. C.	WGMS
DALLAS-FORT WORTH	KIXL
HARTFORD	WFMQ
SAN DIEGO	KSON
ALLENTOWN-EASTON	WFMZ
BRIDGETON, N. J.	WSNJ
MIAMI, FLA.	WVCG

any combination
of stations may
be purchased under
one contract and
controlled through
one source —
GMB

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(Median Family Income Over \$7,000)

EXECUTIVES & PROFESSIONAL PEOPLE

(First by Frequency in Audience Composition)

ADULT

(Nearly Three-fourths Between 18-65)

EDUCATION

(3 to 6 Times As Many College Graduates)



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CONCERT MUSIC

(continued)

ALABAMA

BIRMINGHAM	WCRT	28‡
GADSEN	WGAD	11
GUNTERSVILLE	WGSV	10‡
HUNTSVILLE	WBHP	10

ARIZONA

FLAGSTAFF	KCLS	14‡
PHOENIX	KOMI	10
TUCSON	KTUC	28‡

ARKANSAS

PINE BLUFF	KOTV	11‡
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CALIFORNIA

ALTURAS	KCNO	12
BERKELEY	KRE	38
BLYTHE	KYOR	13‡
CRESCENT CITY	KCRE	16
EL REKA	KIEM	15
FORT BRAGG	KDAC	10
FRESNO	KRFM	49
GLENDALE	KUTE (fm)	84‡
LANCASTER	KAL	17‡
LONG BEACH	KNOB (fm)	20
LOS ANGELES	KFAC	156*
See Long Beach	KFI	18
	KVX	33
	KPOL	55‡
MONTEREY	KAXL	28
NEEDLES	KSFE	12
OAKLAND	KLX	18‡
REDDING	KSDA	12
SACRAMENTO	KCRA	35
SAN BERNARDINO	KGMS	10‡
SAN BRUNO	KFXH	13‡
SAN DIEGO	KITO	10
SAN FRANCISCO	KSBR (fm)	15
	KFMB	20
	KSON	36*
	KCBS	42
	KEAR	119‡
	KGO	14‡
SAN JOSE	KYBC	10
SANTA BARBARA	KEEN	40
	KDB	10‡
	KIST	11‡
SANTA CRUZ	KTMS	20
SANTA MARIA	KSCO	18‡
SANTA ROSA	KSMA	20‡
SONORA	KROG	21‡
STOCKTON	KSTN	12
UKIAH	KUKI	10
VISALIA	KONG	12
WASCO	KWSO	12

COLORADO

BOULDER	KBOL	25
CANON CITY	KRLN	13‡
DENVER	KFOD	11
FORT COLLINS	KCOL	10‡
LA JUNTA	KBNZ	19‡
LAMAR	KLMR	15
MANITOUL SPRINGS	KCMS (fm)	72
STERLING	KGEK	16

CONNECTICUT

HARTFORD	WCFC	32
	WFMQ (fm)	63*
	WGTH	15‡
NEW BRITAIN	WFHAY	11‡
NEW HAVEN	WFHNC	11‡
NORWALK	WNLK	37‡
NORWICH	WICH	22
PUTNAM	WPCT	20‡

DELAWARE

MILFORD	WKSZ	17‡
WILMINGTON	WDEL	10

DISTRICT OF COLUMBIA

WASHINGTON	WASH	10
	WGMS	85*
	WTOP	31

FLORIDA

BRADENTON	WTRL	12‡
CLEARWATER	WTAN	18
DADE CITY	WDCF	22‡
DE LAND	WJBS	15‡
DELRAY BEACH	WDBF	17‡
FT. WALTER BEACH	WFTB	25‡
GAINESVILLE	WGCG	12‡
	WRF	16
JACKSONVILLE	WJHP	23
LAKE CITY	WDSR	15‡
LAKEWOOD	WLAK	10‡
MIAMI	WLRD (fm)	119
	WME	12
MIAMI BEACH	WVCR	55*
MILTON	WAHR	60
NAPLES	WEBY	10
ORLANDO	WNOG	14
PALATKA	WWPF	12‡
PENSACOLA	WCOA	15
ST. AUGUSTINE	WSTN	28
SANFORD	WTRR	10‡
SARASOTA	WSPB	17
SIERO BEACH	WNTM	11‡
ST. PALM BEACH	WWPG	22‡

MUSCATINE	SIOTA CITY	28‡
SPENCER	STORM LAKE	12‡
	KAYL	16

KANSAS

CONCORDIA	KVCK	11‡
FT. SCOTT	KMDO	10‡
KANSAS CITY	KCKA	10‡
LAWRENCE	KLWN	20
LIBERAL	KSCB	16
TOPEKA	WREN	11
WICHITA	KANS	14
	KFBI	13

KENTUCKY

DANVILLE	WHIR	10‡
FRANKFORT	WFKY	17
NEWPORT	WNOP	16
PRESTONBURG	WPRT	13

LOUISIANA

BATON ROUGE	WIBR	12
	WLCS	10
NEW IBERIA	KANE	11‡
NEW ORLEANS	WNDE	15
SHREVEPORT	KENT	11‡

MAINE

PRESQUE ISLE	WAGH	16
RUMFORD	WRUM	10‡

MARYLAND

ANNAPOLIS	WNAV	16‡
BALTIMORE	WTHI (fm)	91*
HAGERSTOWN	WJEJ	10‡
SALISBURY	WBOC	18‡

MASSACHUSETTS

ATTLEBORO	WARA	16‡
BOSTON	WBMS	11
	WCRB	112*
	WEEI	30
	WNAC	16
BROCKTON	WBET	10‡
CAMBRIDGE (Boston)	WMHR (fm)	53
FALL RIVER	WSAR	11
GARDNER	WGAW	26‡
GREENFIELD	WHAI	19‡
HAVERHILL	WHAV	13‡
HOLYOKE	WRER	11
LOWELL	WLII	11‡
PITTSFIELD	WBKR	15
QUINCY	WJDA	28
SALEM	WESX	16
SPRINGFIELD	WMAS	22‡
	WTXL	12
W. YARMOUTH	WOBC	28

MICHIGAN

BIG RAPIDS	WBRY	13‡
COLDWATER	WTIB	16
DETROIT	WLDM (fm)	10*
	WIFJ	15‡
	WXYZ	12
FLINT	WTAC	20‡
GRAND RAPIDS	WFUR	14
	WJEF	18‡
HOLLAND	WHTC	21
HOUGHTON LAKE	WIGR	11
IRON RIVER	WIKB	11
KALAMAZOO	WKMI	21
MIDLAND	WHDV	28‡
MT. PLEASANT	WCEN	12‡
MUSKEGON	WJIS	21
PONTIAC	WPON	10‡
ROGERS CITY	WHAK	12‡
SAGINAW	WSGW	13‡
SAULT STE. MARIE	WSOO	12

CONCERT MUSIC

(continued)

MINNESOTA		NEW HAMPSHIRE		NEW YORK		
ELBERT LEA	KATE	20‡	CONCORD	WKL	18	
ELIZANDRA	KARI	12‡	LACONIA	WLNH	10	
EOQUIT	WLK	26‡	ROCHESTER	WBWH	19‡	
DU LUTH	WEB	11				
MINNE (POLIS)	KEYD	15‡				
RED WING	WLDY	27				
	KATT	10				
MISSISSIPPI		NEW JERSEY		NEW YORK		
HATTIESBURG	WFOR	12‡	ASBURY PARK	WJLK	35‡	
JACKSON	WJAN	30	ATLANTIC CITY	WMID	12	
LUPELO	WRBC	10‡	BRIDGETON	WSNJ	19*	
VICKSBURG	WELO	10	MILLVILLE	WML	15‡	
	WQBC	14‡	MORRISTOWN	WMTR	41‡	
			NEW BRUNSWICK	WCTC	10‡	
			PATERSON	WPAT	88‡	
			PLEASANTVILLE	WOND	14	
MISSOURI		NEW MEXICO		NEW YORK		
COLLMBIA	KFRI	10	ALBUQUERQUE	KHFM	66	
JOPLIN	WMBH	25‡	CARLSBAD	KOAT	20	
KANSAS CITY	KCMO	26		KALE	27	
KIRKSVILLE	KIRX	12		KPBM	15‡	
ROLLA	KTTR	12	FARMINGTON	KFBC	15‡	
ST. LOUIS	WEW	52‡	GALLUP	KGAK	11	
			LOS ALAMOS	KRSA	25	
			PORTALES	KENM	12‡	
			ROSWELL	KSWF	13‡	
			Truth or Consequences	KCHS	12	
MONTANA		NEW YORK		NORTH CAROLINA		
EOZEMAN	KBMV	24‡		CHAPEL HILL	WCBL	
KALISPELL	KGEZ	19		WIST	13	
LIBBY	KLCB	15	BUFFALO	WMIT	37‡	
			CORNING	GREENSBORO	40‡	
			GLENS FALLS	JACKSONVILLE	10	
			HEMPSTEAD	WJNC	10‡	
			HORNELL	LATRINBURG	13	
			HUDSON	NEW BERN	13‡	
			JAMESTOWN	SANFORD	12	
			LOCKPORT	THOMASVILLE	14‡	
			MIDDLETOWN	WTNC	12	
LAS VEGAS	KLAS	10	NEW ROCHELLE	WILSON	11‡	
RENO	WFRV	10		WINSTON-SALEM	WAIR	13
NEBRASKA		NEW YORK		NORTH DAKOTA		
PEATRICE	KWPE	15‡		HETTINGER	KNDC	
CHADRON	KCSR	10		MINOT	KCJB	
OMAHA	KOIL	10			10‡	
					15‡	
NEVADA		NEW YORK		NEW YORK		

Some things you should know about WQXR

1954

was the biggest, for both business and audience, in our 19 year history.

145 agencies and 357 accounts bought WQXR's big 600,000 family market of radio homes in the New York metropolitan area.

1955

brings an increase in our power to 50,000 watts by summer.

Let us tell you how more power to WQXR will mean more power to your selling with WQXR's good music and news programming.

WQXR *The Radio Station of The New York Times*
"Always the Best in Music"

229 West 43rd Street, New York 36, N. Y. LACKAWANNA 4-1100

OHIO

ALLIANCE	WFAH	20‡
ASHLAND	WATG	20‡
BELLAIRE	WTRX	12
CANTON	WAND	10
	WHBC	13
CINCINNATI	WKRC	12‡
CLEVELAND	WDOK	23
	WGAR	15
COLUMBUS	WCOL	15‡
DEFIANCE	WONW	10‡
DOVER	WJER	26‡
ELYRIA	WEOL	21‡
MARION	WMRN	12
NEWARK	WCYT	25‡
PIQUA	WPTW	11‡
WARREN	WHHH	12‡

OKLAHOMA

SHAWNEE	KGFF	15
TULSA	KOME	54

OREGON

COTTAGE GROVE	KOMB	16‡
EUGENE	KASH	12
HOOD RIVER	KIIR	16‡
McMINNVILLE	KMCM	15
MEDFORD	KYJC	11
NEWPORT	KNPT	11‡
PORTLAND	KEX	20
	KOIN	12‡
	KPAM	40
SALEM	KSLM	32‡

PENNSYLVANIA

ALLENTOWN	WFMZ (fm)	62*
BETHLEHEM	WGPA	14
BUTLER	WISR	12‡

CHESTER**COUDERSPORT****ERIE****GETTYSBURG****JOHNSTOWN****KANE****LANCASTER****LEBANON****LOCK HAVEN****PHILADELPHIA****PITTSBURGH****PITTSTON****POTTSVILLE****READING****SCRANTON****WILLIAMSPORT****WYOMING****WOONSOCKET****WWON****SOUTH CAROLINA****ANDERSON****FLORENCE****GREENVILLE****ORANGEBURG****SUMTER****SOUTH DAKOTA****ABERDEEN****SIOUX FALLS****WATERTOWN****KSDN****KISD****KSOO****KWAT****WSSC****WVCH****WFRC****WGET****WARD****WADP****WLAV****WLBR****WPBZ****WCAU****WFLY (fm)****KQI****WWSW****WPTS****WPAM****WPPA****WEEU****WHUM****WARM****WQAV****WLYC****WRAK****WWON****WVON****20****WVCH****WFRC****WGET****WARD****WADP****WLAV****WLBR****WPBZ****WCAU****WFLY (fm)****100*****KQI****WWSW****WPTS****WPAM****WPPA****WEEU****WHUM****WARM****WQAV****WLYC****WRAK****WWON****20****TENNESSEE****KNOXVILLE****LEXINGTON****McMINNVILLE****MEMPHIS****WNOX****WDNL****WMMT****WMC****WMPN****11‡****TEXAS****ABILENE****ATLANTA****AUSTIN****BAYTOWN****BONHAM****CORPUS CHRISTI****DALLAS****EASTLAND****HEREFORD****HOUSTON****KERRVILLE****KILLEEN****KLAW****KLTI****KTRE****KCRS****PALESTINE****SAV ANGELO****SAN ANTONIO****KITE****KONO****KWED****KRRV****KTEV****KVAL****UTAH****CEDAR CITY****KSUB****KLOGN****KMUR****KOGDEN****KVOG****PROVO****KEYY****KIXX****KSVL****KDYL****KSL****WFLN****fine music**

with the LARGEST AUDIENCE GAIN

of any radio-TV station in GREATER PHILADELPHIA

AVERAGE DAILY LISTENERSHIP

Over 3 Hours Every Day

*19.2% TOTAL AUDIENCE INCREASE

1954 over 1953—Audience Analysts, Inc.

Represented Nationally by Good Music Broadcasters - N.Y.C.

plus an unsurveyed Bonus Audience
in 17 other counties!

WFLN

fine music

8200 RIDGE AVE.

PHILA 28, PA.

Ivyridge

2-6000

CONCERT MUSIC (continued)

VERMONT

ENNINGTON	WBTV	14
RINGTON	WDOT	17‡
WPORT	WKE	11

VIRGINIA

PRISTOL	WCYB	25
CHARLOTTESVILLE	WCII	50‡
LIFTON FORGE	WCFI	10‡
CULPEPER	WCVA	10
LARVILLE	WFLO	10‡
HAMPTON	WFEC	14
HOPEWELL	WHAP	10
MARTINSVILLE	WMIJ	27‡
ARROWS	WVRL	13‡
RADFORD	WRID	13‡
RICHMOND	WRVL	21
WAYNESBORO	WRVB (fm)	38
	WAYB	13

WASHINGTON

KIRKLAND	KVBA	42‡
PUYALLUP	KAYE	12
SEATTLE	KAYO	13
	KISW (fm)	63
	KTW	35
TACOMA	KVA	90
	KMO	45
	KTNT	12

WEST VIRGINIA

BECKLEY	WWNR	11‡
HUNTINGTON	WHTV	27
LOGAN	WLOW	11‡
MARTINSBURG	WEPM	18
MATEWAN	WHJC	10
MOUNDSVILLE	WMOD	23‡

WISCONSIN

BELLOIT	WBEL	11
EAU CLAIRE	WBIZ	10
LADYSMITH	WLDY	11
MADISON	WISC	10‡
MARSHFIELD	WDLB	10
MILWAUKEE	WCAN	17
PARK FALLS	WPFP	25
RACINE	WFRX	10
SHAWANO	WTCH	11

WYOMING

LA VENDER	KOLE
	13‡

ALASKA

ANCHORAGE	KFQD	33‡
FAIRBANKS	KFRB	33
JUNEAU	KINY	28
KETCHIKAN	KTKN	28
SEWARD	KIBII	28
SITKA	KIFW	28

HAWAII

HO NOVOLU	KIKI	21‡
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CANADA

ALBERTA	CALGARY	CFAC	15‡
	EDMONTON	CHED	14‡
	PEACE RIVER	CHFA	31
		CKYL	16‡
BRITISH COLUMBIA	CHILLIWACK	CHWK	23‡
	DAWSON CREEK	CJDC	12‡
	KAMLOOPS	CFJC	16
	KELOWNA	CKOF	13‡
	PORT ALBERNI	CFJU	19‡
	PRINCE RUPERT	CFPR	21
	TRAIL	CFAT	30‡
	VANCOUVER	CKMO	12
		CKWA	33‡
MANITOBA	FLIN FLON	CFAR	16‡
	ST. BONIFACE	CKSB	22

NEW BRUNSWICK

EDMUNDSON	CJEM	22
NOVA SCOTIA		
BRIDGEWATER	CKBW	16‡
KENTVILLE	CKEN	15
SYDNEY	CKCB	10
TRURO	CKCL	10‡
WINDSOR	CFAB	15‡

ONTARIO

BELLEVILLE	CJBQ	10
BROCKVILLE	CFJR	18‡
KINGSTON	CKLC	14‡
KITCHENER	CKCR	10
OSHAWA	CKLB	11‡
ST. THOMAS	CHLO	16
SARNIA	CHOK	24‡
SAULT STE. MARIE	CJIC	10
SUDBURY	CHVO	10‡
TIMMINS	CFCL	20
TORONTO	CKFH	16
WINGHAM	CKNX	15‡
WOODSTOCK	CKON	10‡

PRINCE EDWARD IS.

SUMMERSIDE	CJRW	10‡
------------	------	-----

QUEBEC

AMOS	CHAD	13
CHICOUTIMI	CHMT	23‡
HULL	CKCH	33‡
JONQUIERE	CKRS	13‡
LA SARRE	CKLS	13
MONTREAL	CBF	25
QUEBEC	CHLP	18‡
	CHRC	20
	CKCV	12‡
RIMOUSKI	CJBR	25
ROUYN	CKRN	13
SOREL	CJSO	15‡
TROIS-RIVIERES	CHLN	18‡
VAL D'OR	CKFD	13

SASKATCHEWAN

MOOSE JAW	CHAB	16
REGINA	CKRM	15
SASKATOON	CFNS	36‡

RADIO AT ITS FINEST

WGAR

WRFD

CLEVELAND, OHIO WORTHINGTON, OHIO

WTTM

WMMN

TRENTON, N. J. FAIRMONT, W. VA.

Peoples Broadcasting Corp.

*good music[®] SELLS
in Greater Miami on . . .*

746,453

people attended concerts in
Greater Miami last year.

MORE—than attended any
dog or horse track, or all of
The University of Miami Foot-
ball games.

WVCG

1070

on your Radio Dial
Coral Gables, Fla.

Represented in Chicago, Detroit, At-
lanta by

THOMAS F. CLARK CO. Inc.

(1) CLASSICAL—SEMI-CLASSICAL
and CONCERT MUSIC

Represented in New York by

GOOD MUSIC BROADCASTERS

(2) RETAIL SALES—1954—
\$1,000,000,000.00

farm



symbols

* indicates member Nat'l Assn. Radio & Tv Farm Directors (Apr. '55)
 † indicates subscriber to U. S. Dept. of Agriculture program service

1531 stations in the U. S. and Canada schedule some farm programing each week. That is 70% of the Buyers' Guide respondents. In 1954 a total of 964 stations scheduled such programing, or 64% of those returning questionnaires. Of the 1531 total, 679 stations with schedules of 5 or more hours of farm programing a week are listed below. Also shown are the stations belonging to the National Assn. of Radio and Television Farm Directors as well as the subscribers to the program information service of the U. S. Department of Agriculture. Farm stations in this listing offer a wide variety of other programing. There is indicated, for example, an appreciable increase in concert music, from 6% of respondents in 1954 to 18% in 1955 offering 10 or more hours in this category. Folk music, too, is popular. 99 stations, or 15%, schedule 20 hours or more per week in that category.

GRASS ROOTS FACTS About the Kansas Farm Market



Waving wheat, tall corn, fat cattle, men on tractors—this is Kansas—a state of high-income, big-buying farmers. Sell them *best* with the station they listen to *most*—WIBW.*

These upper-income Kansas Farmers have the extra cash to buy *your* product. The best way to sell it to them is to tell them about it on the radio station they listen to most—WIBW—first listening choice of Kansas Farmers since 1924.*

*Kansas Radio Audience—1954

†Consumer Markets—1954



The average income of these Kansas farmers is \$8,312 per household† after taxes . . . 58% above the national average! And remember, this vast buying power listens to WIBW more than any other radio station.*



Last year, Kansas farmers banked \$1,092,211,000† from wheat, corn, cattle, hogs, poultry, hay, sheep, and other farm products. They buy heavily and steadily all year long. AND the greatest part of their purchasing decisions are guided by WIBW.



TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
 WIBW & WIBW-TV in
 Topeka
 KCKN in Kansas City
 Rep:
 Capper Publication, Inc.

ALABAMA

Montgomery	WAVU
Dothan	WSGN
Florence	WHOS
Mobile	WDIG
Monroeville	WOWL†
Montgomery	WHEP
Scottsboro	WKRG†
Tuscaloosa	WMFC
	WBAM
	WCOV
	WCRI
	WJRD

ARIZONA

Yuma	KNOG†
Phoenix	KOY
	KOLD

ARKANSAS

Blytheville	KLCN
Crossett	KAGH
Dermott	KVSA†
Fort Smith	KFSA
Helena	KFFA
Jonesboro	KNEA
Little Rock	KARK†
	KLRA†
	KTHS†
Magnolia	KVMA†
Malvern	KDAS†
Mountain Home	KTLO
Osceola	KOSE
Pine Bluff	KOTN
Pocahontas	KPOC
Rogers	KAMO
Springdale	KBRS

CALIFORNIA

Bakersfield	KERN†
Blythe	KYDK†
Chico	KXOC†
El Centro	KXO†
Fresno	KFRE†
	KMJ†
Hanford	KNGS
Los Angeles	KFI†
Modesto	KNX†
Monterey	KBOX†
Redding	KXXL
Redlands	KVCV†
Sacramento	KCAL†
	KCRA†
	KFBK†
San Bernardino	KCSB†
San Diego	KCBQ†
	KFMS
San Francisco	KCBS
	KGO†
Stockton	KNBC†
Susanville	KWGT
Tulare	KSUE†
Turlock	KCOK
Wasco	KTUR
	KWSO†

COLORADO

Denver	KIMN†
	KLZ†
	KOA*
	KVOD†
Durango	KIUP
Fort Collins	KCOL
Glenwood Springs	KGLN
Greeley	KFKA*
La Junta	KBNZ
Lamar	KLMR
Monte Vista	KSLB
Montrose	KUBC
Pueblo	KGHF
String	KGEK

CONNECTICUT

Bridgeport	WICC
Hartford	WTIC

DELAWARE

Dover	WDOV†
Georgetown	WJWL†

Washington	WMAL
	WRC

FLORIDA

Bradenton	WTRL
Hollywood	WINZ
Kissimmee	WRWB
Lake City	WDSR
Ocala	WTMC
Orlando	WORZ†
Tampa	WFLA†

GEORGIA

Atlanta	WCON*
	WSBT†
Griffin	WHIE
La Grange	WTRP
Moultrie	WMGA
Rome	WRGA
	WROM†
Thomson	WTWA
Waynesboro	WBRO

IDAHO

Boise	KBOI†
	KGEM†
Caldwell	KID†
Lewiston	KCID
	KLER
Moscow	KRLC
Pocatello	KEYY†
	KSEI
Preston	KPST
Twin Falls	KTFI

ILLINOIS

Centralia	WCNT
Chicago	WBBM†
	WGN†
	WLS†
	WMAQ†
Decatur	WDZ†
De Kalb	WLBK†
Effingham	WCRA*
Fairfield	WFIW
Galesburg	WGIL
Harrisburg	WEBQ
Jacksonville	WLD†
Kankakee	WKAN
Kewanee	WKEI
La Grange	WLS*
La Salle	WLPO†
Lincoln	WPRC
Litchfield	WSMI†
Mt. Carmel	WVMC
Mt. Vernon	WMIX
Olney	WLBN
Paris	WPRS
Peoria	WMBD†
Quincy	WPEO
Springfield	WTAD*
Sterling	WMAY
Streator	WSDR†
Urbana	WIZZ
	WILL*

INDIANA

Elkhart	WTRC
Evansville	WJPS†
Fort Wayne	WKJG†
	WOWO†
Hammond	WJOB*
Indianapolis	WFBM†
	WIBC†
	WIRE†
Jasper	WITZ
Kokomo	WIOU†
Lafayette	WBAA†
Lebanon	WINL*
Logansport	WSAL
Marion	WBAT
New Castle	WMRI†
Salem	WCTW
Terre Haute	WSLM†
Vincennes	WBOW†
Warsaw	WAOV
	WRSW†
	WKAM

IOWA

Ames	WOI*
Burlington	WBUR
Cedar Rapids	KCRG†
	WMT†
Centerville	KCOG
Charles City	KCHA
Clinton	KROS
Davenport	KSTT†
Des Moines	KIOA†
	KWDM
Dubuque	WHO†
Fairfield	KDTH†
Iowa City	KFAD
Le Mars	KXIC
Marshalltown	KLEM
Mason City	KFJB
Muscatine	KGLO†
Oelwein	KWPC†
Ottumwa	KOEL
Shenandoah	KBIZ
Sioux	KMAD†
Spencer	KTRI*
Storm Lake	KICD
Waterloo	KAYL†
	KWWL*
	KXEL†

KANSAS

Arkansas City	KSOK
Atchison	KARE†
Colby	KXXX†
Dodge City	KGNO
Emporia	KTSW†
Garden City	KGAR
Great Bend	KVGB†
Hutchinson	KWHK
Lawrence	KLWN†
Manhattan	KMAN
Salina	KSAL†
Stanley	KMBC†
Topeka	WIBW†
Wichita	KFHT
	KFBI†

KENTUCKY

Bowling Green	WKCT
	WLBJ
Danville	WHIR
Fulton	WFUL
Hopkinsville	WHOP
Lexington	WBLK
	WLAP†
	WLEX
Louisville	WHAS*
Madisonville	WFMW
Maysville	WFTM†
Owensboro	WBJS
Paducah	WPAD
Winchester	WWKY

LOUISIANA

Alexandria	KALB
New Orleans	WWL†
Opelousas	KSLO
Ruston	KRUS
Shreveport	KWKH†
	KIBS*

Bangor	WABI†
Houlton	WABM
Portland	WCSH†
Presque Island	WGAM†
Rumford	WRUM

MARYLAND

Baltimore	WBAL†
Cambridge	WBMD†
Frederick	WCEM
Hagerstown	WFMD†
	WARK
	WJEJ
Havre de Grace	WASA
Leonardtown	WKIK†
Pocomoke City	WESM
Salisbury	WBOT†
Ware	WARE
Westminster	WTTR

MASSACHUSETTS

Boston	WBZ†
	WEEI*
Greenfield	WHDH†
North Adams	WHAI†

big...and growing every day!

AGRICULTURE
OIL AND URANIUM
MANUFACTURING
TOURISTS

The Western Market

Served and Sold by **KOA** Radio

KOA Delivers Boom-Town Denver and 302 counties in 12 states (Nielsen)

KOA Is the leader in creating local programs and personalities for Western tastes.

KOA Serves a farm and ranch population of 700,030 with 18 hours per week of informative and entertaining agricultural programs. To many of these listeners, KOA has long been their only day-in, day-out source of vital news and weather information.

KOA Is heard by more people who can't get TV than any radio station in the U.S.A.!

KOA Sells this ever-increasing market, developing and keeping phenomenal listener-loyalty, as proved by 39% greater mail response in 1954 over 1953.

LET KOA SELL FOR YOU!

	FARM	TOTAL
Population . . .	700,030	3,633,000
Households . . .	191,140	1,088,420
Radio Homes . . .	175,850	1,049,020
Buying Income . . .	\$2,044,714,000	\$5,226,724,000
Retail Sales . . .		\$4,071,951,000

Source: 1955 Survey of Buying Power



Covers The West...Best!

N B C • 8 5 0 k c • 5 0 , 0 0 0 W A T T S • C A L L P E T R Y

Send us your name and address for monthly factual
"Western Market" information folder.

FARM RADIO (continued)

MISSISSIPPI

Memphis	WCLD
Hattiesburg	WBKH
Hazlehurst	WMDC
Jackson	WJDY*
Louisville	WRBC*
McComb	WLSM
	WSKB

NEW HAMPSHIRE

Manchester	WMUR†
Rochester	WWNH†
West Swanzey	WKNE†

NEW JERSEY

Bridgeton	WSNJ
New Brunswick	WCTC†
Vineland	WWBZ†

MISSOURI

Carthage	KDMO
Clinton	KDKD
Columbia	KFRU
Fulton	KFAL
Hannibal	KHMO*
Jefferson City	KLIK†
Joplin	KWOS
Kansas City	KSFB†
	WMBH
	KCMO*†
	KMBC
	WDAF
Kirksville	KIRX
Marshall	KMMO*†
Maryville	KNIM
Nevada	KNEM
Rolla	KTTR
St. Joseph	KFEQ†
St. Louis	KMOX*†
Springfield	KSTL
Warrensburg	KWTO*†
Warrenton	KOKO
West Plains	KWRE
	KWPM

NEW MEXICO

Artesia	KSVP
Lovington	KLEA
Roswell	KGFL
Truth or Conseq.	KCHS

NEW YORK

Amsterdam	WCSS
Buffalo	WBENT†
	WGR†
	WKBW*†
Fulton	WOSC
Hornell	WWHG
Hudson	WHUC
Ithaca	WCHU*
Jamestown	WJOC
	WJTN*†
Kingston	WKNY*
Newburgh	WGNY
New York	WABC†
	WOR*
	WRCA*
Oneonta	WDOS†
Plattsburg	WEAV†
Poughkeepsie	WEOK
Rochester	WHAM*†
	WHFM
Schenectady	WGYY*†
Syracuse	WFBL
	WOLF
	WSYR
Utica	WIBX*†
	WRUN

MONTANA

Billings	KGHL
Glendive	KXGN†
Great Falls	KFBB*
	KXLK
Libby	KLCB
Missoula	KGVO
Sidney	KGCX

NEBRASKA

Alliance	KCOW
Beatrice	KWBET†
Chadron	KCSR
Fremont	KFGT†
Grand Island	KMMJ*†
Kearney	KGFW†
Lexington	KRVN†
Lincoln	KOLN*
Norfolk	WJAG*†
North Platte	KODY†
Ogallala	KOGA
Omaha	KFAB*†
Scottsbluff	WOW*†
	KNEB

NEVADA

Las Vegas	KLAS†
Reno	KOH†

NORTH CAROLINA

Albemarle	WABZ
Asheville	WISE
	WLOS

BURLINGTON

Charlotte	WBBC
	WBTT†
Durham	WGIV
Elizabeth City	WTIK
Elkin	WGAI
Fayetteville	WIFM
Greensboro	WFNC*
Greenville	WBIG
Henderson	WGTC
Jacksonville	WHNC
Kinston	WJNC
	WELS*
	WFTC

OKLAHOMA

Ardmore	KVSO*†
Chickasha	KWCO
Elk City	KASA†
Enid	KGWAT†
Frederick	KTATT†
Guymon	KGYN
Lawton	KSWO
Muskogee	KBIX
Oklahoma City	KMUS
Paul's Valley	WKY*†
Ponca City	KVLHi†
Poteau	WBBZ
Shawnee	KLCO
Stillwater	KGFF
Tulsa	KSPiT†
	KRMG
	KVOO*
Woodward	KSIW†

OREGON

Bend	KBND
Corvallis	KOAC*
	KRUL†
Eugene	KERG*
Grants Pass	KUIN
Klamath Falls	KFJ†
Medford	KMED†
Ontario	KSRV
Portland	KGWT†
	KOINT†
Salem	KPOJ*
Tillamook	KSLM†
	KTIL

NORTH DAKOTA

Bismarck	KFYR
Devils Lake	KDLR
Dickinson	KDIX
Fargo	KFGO*
	WDAY*
Grand Forks	KNOX
Hettinger	KNDC
Jamestown	KSJB†
Minot	KCJB
Williston	KWBM

OHIO

Akron	WHKK†
Alliance	WFAHT
Cincinnati	WLW*†
	WKRC
Columbus	WBNS*†
	WHKC*†
Dover	WJER
East Liverpool	WOHI
Findlay	WFIN*
Gallipolis	WJEH
Hamilton	WMOH
Ironton	WIRO
Lancaster	WHOK
Lima	WIMA
Marietta	WMOA
Marion	WMRN*†
Piqua	WPTW
Portsmouth	WPAY†
Sandusky	WLEC
Springfield	WWSO*
Toledo	WSPD†
	WTOD*
Washington C. H.	WCHO*
Worthington	WRFD*†
Youngstown	WFMJ†

PENNSYLVANIA

Altoona	WVAM
Bloomsburg	WHLMT†
Butler	WBUT*†
	WISR*
Carbondale	WCDL
Coudersport	WFRM
Doylestown	WBUX
Gettysburg	WGET
Harrisburg	WCKB*
	WCMB*†
Lemoyne	WCMB*
Lewiston	WKVA
New Castle	WMRF
Philadelphia	WKST
	KYWT†
	WCAU*†
	WFIL*†
Pittsburgh	KDKA*†
Reading	WEEU†
St. Marys	WKB†
Sayre	WATS
Somerset	WVSC
Sunbury	WKOK
Williamsport	WWPA†
York	WNOW
	WORK†
	WSBA*†



OHIO'S FAVORITE FARM RADIO STATION

Represented Nationally by Meeker Associates

WORTHINGTON, OHIO — PEOPLES BROADCASTING CORPORATION

CAN THE FARMER USE YOUR PRODUCT?



DON TUTTLE



ENOCH SQUIRES



CHARLES J. STEVENSON

Here Are

3 Big Ways

You Can Reach Farmers in New York and New England

FARM PAPER OF THE AIR 12:15-1:00 p.m.

Monday through Saturday.

With the latest market and agricultural news, and crop reports, edited by Don Tuttle.

WGY TRAVELER 12:15-12:30 p.m.

Monday through Friday.

Now a part of the FARM PAPER, the WGY Traveler, Enoch Squires tells of the history and legends of WGYland.

CHANTICLEER 6:15-7:00 a.m.

Monday through Saturday.

Charles John Stevenson brings music and human interest stories flavored with rural wit to the WGY farm audience.

WGY

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

SERVING 878,130 RADIO FAMILIES

Represented Nationally by Henry I. Christal Company



Wenatchee,
Washington

**Serving a
Down-to-Earth
FARMERS' MARKET**

Washington State is an agricultural state, and any map will show you that KPQ, Wenatchee, is located in the very heart of this diversified farm area.

Right now KPQ is serving one of the richest farm areas in the nation (check any production reports).

But the

mighty Columbia
and its

mighty dams
are creating a

mighty plus-market

Each day new farms are being developed. Eventually, 1,000,000 new acres of irrigated farm lands will fill the famous Columbia Basin . . . all within easy range of 5000 watt KPQ, ABC-NBC. Located in the Apple Capital of the World, KPQ presently covers more than 46% of Washington State's farm income . . . WITH MORE TO COME.

When You're Bending Over a Budget, Make KPQ a "Must Buy."

PER CAPITA INCOME
16% above national average

SALES PERFORMANCE
160% above national average

AND STEADILY INCREASING!

Certainly we assist our customers . . . glad to . . . in every way possible.

PARTICIPATIONS IN FARM SHOWS

6:45 AM & 12:30 PM Daily



**5000 WATTS
560 K. C.
WENATCHEE
WASHINGTON**

REGIONAL REPRESENTATIVES
Maare and Lund, Seattle, Wash.

NATIONAL REPRESENTATIVES
Forjac and Co., Incorporated

FARM RADIO

(continued)

RHODE ISLAND

Providence WPJB*†

SOUTH CAROLINA

Columbia WIS
Florence WJMX*†
Greenville WFBC*†
WMRC*
Myrtle Beach WMYB
Orangeburg WDIX
WTND
WRHI
WSNW
WSPA*†

SOUTH DAKOTA

Aberdeen KSDN*†
Huron KIJV
Rapid City KOTA†
Sioux Falls KELO†
KSOO*†
Watertown KWAT
Yankton WNAX*†

TENNESSEE

Chattanooga WDEF
Cleveland WBAC
Columbia WKRM
Dyersburg WSGG
Elizabethton WBEJ
Harrison WDOD*
Jackson WDXI
Knoxville WNOX*
Levelland KLVT
Lexington WDXL
Memphis WHBQ*
WMC*†
Morristown WCRK
Nashville WSM*†
Springfield WDBL†

TEXAS

Amarillo KGNC*
Austin KTBC†
Brownsville KBOR
Brownwood KBWD
College Station WTAW
Corpus Christi KEYS
KRIS†
KWBUT
KRLDT
WFAA*†
KERC
KURV
KULP†
KEPO*†
KRODT
WBAP*†
KGAF*
KCTI
KGVL
KGBT
KSLM*
KPRC*†
KTRH*†
KSAM
KEBE†
KERV
KCYL
KDAV†
KFYO*†
KSEL*
KTRE
KSFA
KPAT
KPDN
KVOP
KTXL
KCBS†

Lufkin
Nacogdoches
Pampa
Plainview
San Angelo
San Antonio

San Antonio (cont.) KENS*
KITE
KONO*†
WOAI*†

Sulphur Springs
Texarkana

Tyler
Waco
Weslaco
Wichita Falls

UTAH

Cedar City KSUB
Richfield KSVC*
Salt Lake City KDYL
KSL*†

VERMONT

Burlington WCAX*†
Newport WDOT
St. Johnsbury WIKE
Springfield WTWN*†
Waterbury WNIX*†
WDEV

VIRGINIA

Arlington WARL
Bedford WBLT
Bristol WCYB*†
Danville WBTM*†
Harrisonburg WDVA*
Lynchburg WSVA*†
Orange WLVA*†
Portsmouth WJMA
Richmond WAVY†
WLEE
WRNL†
WRVA*
WSLS*
WFRC†
WTON†

WASHINGTON

Bellingham KPUG
Moses Lake KVOS†
Renton KSEM
Seattle KLANT†
Spokane KOMO*†
KHQ*†
KNEW
KXLY*†
KTNT*†
Tacoma KTEL
Walla Walla KPQ*†
Wenatchee KYAK*†
Yakima

WEST VIRGINIA

Charleston WCHS
Clarksburg WBLK
Huntington WPDX*†
Keyser WSAZ*†
Martinsburg WKYR
Parkersburg WEPM
Weston WPART†
Wheeling WHAW
WWVA†

WISCONSIN

Appleton WHBY
Beaver Dam WBEV*†
Chippewa Falls WCHF
Eau Claire WEAU*†
Green Bay WRFW
WBAY*
WJPG*
WLIP
WKTY

Ladysmith
Madison

WLDY
WHA*
WIBA
WISC

WKOW*†

WMFM†

WOMT

WMAM

WDLB

WTMJ*†

WEKZ†

WPFP

WTCH

WKLJ

WDOR

WTNN

WAUX

WOSA

WFHR

WYOMING

Cody
Newcastle

KODI

KASL

PUERTO RICO

San Juan

WAPA

CANADA

ALBERTA

Calgary
Edmonton

CFAC

CFCN

CFCNT†

CFRNT†

BRITISH COLUMBIA
Dawson Creek
Prince George
Prince Rupert
Vancouver

CJDC

CKPG

CFPR

CKWX*

MANITOBA

Winnipeg

CKY

NEW BRUNSWICK

Edmundston
Moncton

CJEM

CKCW

ONTARIO

Belleville
Fort Frances
Kingston
London
Ottawa
Owen Sound
Toronto
Trenton
West Toronto
Wingham

CJBQ*

CKFT†

CKWS

CFPL†

CFRA

CFOS†

CFRB*

CJBQ*

CFRB*

CKNX*

QUEBEC

Amos
La Sarre
Montreal
Rouyn
Val D'Or
Ville-Marie

CHAD

CKLS

CBQ*

CKRN

CKVD

CKVM

SASKATCHEWAN

Prince Albert
Regina
Yorkton

CKBI

CKRM

CJGX

REGIONAL REPRESENTATIVES
Maare and Lund, Seattle, Wash.
NATIONAL REPRESENTATIVES
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BROAD COVERAGE



BIG AGGIE LAND:
Where 80% of the homes
hear WNAX-570 from 3 to 7
times a week.



WNAX-570

Yankton, South Dakota

A Cowles station. Under the same management as KVTW Channel 9, Sioux City, Iowa. Don D. Sullivan, Advertising Director.

Ask your Katz man. CBS Radio

folk music



symbols

* indicates 100% folk music
Figures represent hours per week

1671 stations regularly schedule folk music in 1955. That represents 77% of all respondents. Last year 1050 stations or 66% of respondents reported regularly scheduled folk music programming.

398 stations report 20 hours or more of folk music per week, or 16% of Buyers' Guide respondents. The 1954 Guide showed 236 stations with similar schedules for a total of 14% of the respondents. These stations are located for the most part in the South with a considerable number scattered throughout the midwest and far west. Relatively few stations in the eastern portion of the country reported this category.

31% of the stations on the folk music list are also on the Negro list while 25% also appear on the religious list and another 25% are represented on the farm directory.

ALABAMA

ALEXANDER CITY	WRFS	20	BLYTHEVILLE	KLCN	21
ANDALUSIA	WCJA	30	CROSSETT	KAGH	25
ANNISTON	WSPC	68	JONESBORO	KNEA	21
BIRMINGHAM	WLBS	21	MORRILTON	KKOM	21
DECATUR	WAJF	45	PINE BLUFF	KCLA	22
EUFAULA	WILA	26	POCAHONTAS	KPOC	23
FLORENCE	WOWL	21	SEARCY	KWCB	28
FOLEY	WHEP	27			
FORT PAYNE	WFPA	112*			
GENEVA	WGEA	29			
GUNTERSVILLE	WGSE	21	BAKERSFIELD	KAFY	20
HAMILTON	WERH	30	CALEMICO	KICO	20
HUNTSVILLE	WFUN	30	CHICO	KKOC	26
MOBILE	WKB	26	FRESNO	KGST	34
MONROEVILLE	WMFC	42	LONG BEACH	KFOX	21
MONTGOMERY	WBAM	23	MODESTO	KBOX	50
OPELIKA	WCOT	38	MOYER	KXXL	21
PHENIX CITY	WJHO	24	OROVILLE	KMOR	26
SCOTTSBORO	WPVA	25	PASADENA	KXLA	150*
SYLACAUGA	WCRI	40	PITTSBURG	KECC	36
TALLASSEE	WMLS	22	SAN BERARDINO	KRNO	20
TRICAGOOSA	WTLS	22	SAN FRANCISCO	KYA	20
	WVPT	36	SAN JOSE	KEEN	40
			TURLOCK	KTUR	42
			UKIAH	KUKI	10

ARKANSAS

BLYTHEVILLE	KLCN	21
CROSSETT	KAGH	25
JONESBORO	KNEA	21
MORRILTON	KKOM	21
PINE BLUFF	KCLA	22
POCAHONTAS	KPOC	23
SEARCY	KWCB	28

CALIFORNIA

BAKERSFIELD	KAFY	20
CALEMICO	KICO	20
CHICO	KKOC	26
FRESNO	KGST	34
LONG BEACH	KFOX	21
MODESTO	KBOX	50
MOYER	KXXL	21
OROVILLE	KMOR	26
PASADENA	KXLA	150*
PITTSBURG	KECC	36
SAN BERARDINO	KRNO	20
SAN FRANCISCO	KYA	20
SAN JOSE	KEEN	40
TURLOCK	KTUR	42
UKIAH	KUKI	10

FLORIDA

CRESTVIEW	WCNU	30
GAINESVILLE	WDVH	45
HOLLYWOOD	WINZ	28
JACKSONVILLE	WJHP	22
KISSIMMEE	WRWB	26
MIAMI	WMIE	60
NEW SMYRNA BEACH	WSBB	20
ORLANDO	WABR	30
ST. AUGUSTINE	WSTV	20
TALLAHASSEE	WMEN	25
TAMPA	WEBK	32
	WHBO	42
	WSIR	20
WINTER HAVEN		

GEORGIA

ALBANY	WJAZ	36
AMERICUS	WDEC	21
BAINBRIDGE	WMGR	25
BRUNSWICK	WMOG	25
COLUMBUS	WDAK	25
CORNELIA	WCON	30
DALTON	WBLJ	24
DECATUR	WEAS	23
DUBLIN	WMLT	20
EAST POINT	WTJH	40
FITZGERALD	WBHB	32
FORT VALLEY	WFPM	22
GAINESVILLE	WFDN	36
GRiffin	WGGA	24
JESUP	WHIE	26
LA GRANGE	WBGR	22
	WTRP	20

ARIZONA

FLAGSTAFF	KCLS	25	ENGLEWOOD	KGMC	45
GLENDALE	KRLA	41	FORT COLLINS	KCOL	22
PHOENIX	KRIZ	22	GREFLEY	KFTM	20
TUCSON	KCVA	60	LA JUNTA	KYOU	21
			STERLING	KBNZ	32
				KGEK	20

COLORADO

ENGLEWOOD	KGMC	45
FORT COLLINS	KCOL	22
GREFLEY	KFTM	20
LA JUNTA	KYOU	21
STERLING	KBNZ	32
	KGEK	20

FOLK MUSIC (continued)

OREGON		BIG SPRING		KTXC		WASHINGON	
OKEST GROVE	KRWC	20	BOYDHAM	KFYN	60	COLFAX	KCLX
FOOD RIVER	KUHR	20	CENTER	KDET	23	SPOKANE	KGA
ONTARIO	KSRI	40	CLEBURNE	KCLE	27	VANCOUVER	KIAN
PENNSYLVANIA		COLEMAN		KSTA	20	WEST VIRGINIA	
ALLEGHENY	WKAP	44	CORSICANA	KAND	36	BLUEFIELD	WHIS
SOUTH CAROLINA			CROCKETT	KBY	21	CHARLESTON	WTIP
BUNNETTSVILLE	WBSG	30	DALHART	KXIT	25	KEYSER	WKYR
BUSIOPVILLE	WAGS	31	DALLAS	KSKY	21	LOGAN	WIVW
CHARLESTON	WCSC	67	EASTLAND	KERC	22	MOUNDSVILLE	WMOD
CLASLY	WFLP	37	EL PASO	XEJ	12	OAK HILL	WOAY
GREENVILLE	WAKE	22	FORT STOCKTON	XELO	28	WELCH	WBRY
MULLINS	WJAY	33	FORT WORTH	KFST	20	WHEELING	WTVA
NEW BERRY	WKDK	20	FREEPORT	KCAC	42		
ORANGEBURG	WFND	28	GLADEWATER	KNOK	24		
ROCK HILL	WRHI	23	GONZALES	KBRZ	34		
SENECA	WSNR	21	GREENVILLE	KSJ	38		
SPARTANBURG	WORD	20	HEREFORD	KGVL	28		
TENNESSEE			HOUSTON	KPAN	21	APPLETON	WHBY
CHATTANOOGA	WDAB	50	KERRVILLE	KNUZ	52	BELOIT	WBEL
CLEVELAND	WBAC	30	LONGVIEW	KERV	25	EAU CLAIRE	WRFW
ELIZABETHTON	WBET	30	LUBBOCK	KFRO	22	MENOMONIE	WMNE
FRANKLIN	WAGG	72	MIDLAND	KDAV	54	MILWAUKEE	WMIL
GALLATIN	WHTN	55	PLAINVIEW	KJBC	49	PARK FALLS	WPFP
JACKSON	WDXI	37	ROSENBERG	KVOP	70	WAUSAU	WOSA
KINGSPORT	WKIN	25	SAV ANTONIO	KFRD	36		
KNOXVILLE	WIVK	55	SHERMAN	KMAC	24		
LEBANON	WNAO	20	STAMFORD	KONO	43		
LEXINGTON	WROL	31	TAYLOR	KTAN	35		
McMINNVILLE	WCOR	24	TEMPLE	KDFT	28		
MEMPHIS	WDXL	36	TERRELL	KTAE	26		
MORRISTOWN	WMMT	26	UVALDE	KTEM	32		
NASHVILLE	WHEM	45	VICTORIA	KTER	24		
NEWPORT	WHHM	31		KVOU	30		
	WMPN	50		KNAL	31		
TEXAS		VIRGINIA		WINNIPEG		CKY	
BAYTOWN	KRCT	51	ARLINGTON	WARL	65		
BEAUMONT	KTRM	47	BRISTOL	WFHG	32	BRIDGEWATER	CKBW
WEST VIRGINIA			CREWE	WSVS	24	SYDNEY	CJCR
CHARLESTON	WCRK	21	DANVILLE	WBTV	30		
DAKOTA CITY	WLAC	31	MARTINSVILLE	WMIA	20		
EL PASO	WMAK	30	MT. JACKSON	WSIG	25		
FRUITLAND	WSM	38	NARROWS	WNRV	25		
NEWPORT	WFLK	37	NORFOLK	WCMS	100*		
			RICHLANDS	WLLOW	40		
			RICHMOND	WRIC	37		
				WRVA	37		
				WXGI	65		
				WRIS	28		
Saskatchewan		PRINCE ALBERT		CKBI		CIGX	

Sound Broadcasting at Its Very Finest!

WGAR WBED WTTM WMVN

CLEVELAND, OHIO

WORTHINGTON, OHIO

TRENTON, N. J.

FAIRMONT, W. VA.

Great Radio Stations Serving and Selling Rich American Markets!

PEOPLES BROADCASTING CORPORATION

foreign language



symbols

* indicates that station's Mexican-Spanish programing is listed in separate section, page 87
 Figures represent hours per week

369 U. S. radio stations (17% of Buyers' Guide respondents) reported programing for one or more foreign speaking segments in their communities. This compares with 285 stations (19% of respondents) in 1954. Total of 38 languages are represented in 1955; 31 languages were reported in 1954.

LANGUAGE	NO. STNS.	LANGUAGE	NO. STNS.
POLISH	156	BOHEMIAN	4
ITALIAN	112	IRISH	4
GERMAN	80	AMER. INDIAN	3
FRENCH	42	ARMENIAN	3
SPANISH	37*	JAPANESE	3
GREEK	32	RUSSIAN	3
JEWISH	28	YUGOSLAVIAN	3
PORTUGUESE	27	ALBANIAN	2
UKRAINIAN	22	ROUMANIAN	2
HUNGARIAN	21	SWISS	2
LITHUANIAN	15	SYRIAN	2
CZECH	14	ARABIC	1
SWEDISH	10	BASQUE	1
FINNISH	8	CHINESE	1
SLOVAK	7	LATVIAN	1
DUTCH	6	MACEDONIAN	1
NORWEGIAN	6	PENNA. DUTCH	1
SCANDANAVIAN	6	SCOTTISH	1
SERBO-CROATIAN	5	SYRIAN-LEBANESE	1

ALABAMA

Foley **WHEP** German 1

ARIZONA

Flagstaff **KCLS*** Navaho 7

CALIFORNIA

Barstow **KWTC*** Spanish ½
 Berkeley **KRE*** Italian 13, Portuguese 11

Burbank **KBLA*** Spanish 8
 Fort Bragg **KDAC** Italian ¾
 Fresno **KGST*** Japanese 2, German 1, Italian 1, Portuguese ½, Armenian 3

Hanford **KNGS** Italian 1, Portuguese 2
 Los Angeles **KGFJ** Spanish 7

Merced **KPOL** Italian 1
 Modesto **KYOS*** Portuguese 1, Italian ¾

Modesto **KBOX*** Spanish 8, Portuguese 4
 KMOD Italian, Portuguese

Oakland **KROW** Italian 5
 KWBR* Portuguese 6, Italian 8

Ontario **KOCS*** Italian 1
 Pasadena **KALI*** Hungarian 2, Japanese 2, German 1

Petaluma **KWKW*** Italian 9, Portuguese ½
 Pittsburgh **KAFF** Portuguese 3

Sacramento **KECC*** Portuguese 2
 Salinas **KROY** Portuguese 1

San Francisco **KSBW*** Portuguese 1
KSAN Greek 3, Spanish 4, Chinese 6

San Jose

San Rafael
 Santa Maria
 Santa Monica

Santa Rosa
 Stockton
 Tulare

Turlock
 Vallejo

Ventura
 Wasco

Greeley
 Pueblo

Sterling

Bridgeport

Daubury
 Hartford

Meriden

New Britain

New Haven

New London

Norwalk

KLOK* Polish ½, Portuguese 9, Scandinavian 1, Italian 1, Japanese 5, Yugoslavian 1, French 1

KTIM Portuguese 5

KSMA Spanish 1

KOWL* Spanish 20, German 1, Jewish 7

KSRO Italian 1

KSTN Spanish 7

KCOK* Spanish 3, Portuguese 4

KTUR Portuguese 14

KVON French 1, Dutch ½, Jewish ½

KVEN* Italian 2

KWSO German ½

COLORADO

KFKA German ½

KCSJ Spanish 1

KGHF* Slovak 1

KGEK* German 3

CONNECTICUT

WNAB Polish 5, Spanish 2, German 1

WLAD Polish 2

WGTH Polish 1

WMMW Italian 1

WHAY Italian 27

WKNB French 2,

Greek ½, Lithuanian 1,

Polish 8

WELI Polish 3

WNLC Polish 1,

Italian 2

WNLK German ½,

Hungarian 3, Italian 7,

Polish 1

Norwich

Stamford

Torrington

Waterbury

Washington

Hollywood

Miami

Tampa

West Palm Beach

Atlanta

Augusta

Boise

WICH French 1, Italian 2, Polish 5

WSTC Italian 3, Polish 1

WLCR Italian 5, Polish 2

WATR Italian 2, Polish 4

WWCO Lithuanian 1, Polish ½, Italian 1

DISTRICT OF COLUMBIA

WASH(FM) Italian 2, Spanish 3

WGMS French 1

FLORIDA

WINZ Jewish ½

WMIE Hungarian 1, Jewish 3, Polish ½, Syrian-Lebanese ½

WWPB Spanish 11, Polish 1

WALT Spanish 15

WEBK Italian 6, Spanish 7

WEAT Finnish ½, French 2

GEORGIA

WBGE Greek 1

WGAC Jewish 1

IDAHO

KBOI Basque ½

FOREIGN LANGUAGE (continued)

ILLINOIS

Springfield	WEDC	Polish 4
Springfield	WGES	German 7
Springfield	Polish 25	Spanish 1
Springfield	WTMV	German 10
Springfield	Polish 5	
Springfield	WGIL	Swedish 12
Springfield	WJOL	Greek 1
Springfield	Slovak 1	Yugoslavian 3
Springfield	WQUA	Swedish 1
Springfield	WOPA	Polish 11
Springfield	Spanish 17	
Springfield	WROK	Swedish, Italian 2

INDIANA

South Bend	WWCA	Polish 2
South Bend	WJOB	Polish 4
South Bend	Hungarian 2	Spanish 7
South Bend	WIMS	Polish 2
South Bend	WJVA	Hungarian 12
South Bend	Italian 1	Polish 6
South Bend	German 12	
South Bend	WSBT	Polish 2

IOWA

Des Moines	KASI	Norwegian 6
Des Moines	KCRG	Czech 3
Des Moines	KFMA	German 2
Des Moines	KWLC	Norwegian 1
Des Moines	KWDM	Italian 2
Des Moines	KXGI	Swedish 2
Des Moines	Spanish 2	
Fort Madison	KXGI	Spanish 12

KANSAS

Topeka	KCLO	Polish 3
Topeka	Spanish 3	
Topeka	KTOP	Spanish 1

KENTUCKY

Covington	WZIP	German 12
Covington	Greek 12	Italian 12
Covington	Serbian 12	Jewish 12

LOUISIANA

Houma	KCIL	French 8
Lafayette	KLFY	French 3
Lake Charles	KVOL	French 2
New Iberia	KAOK	French 2
New Orleans	KVIM	French 2
Opelousas	WJBW	Spanish 1
Opelousas	Italian 2	
Opelousas	KSLO	French 13
Thibodaux	KTIB	French

MAINE

Augusta	WFAU	French 1
Biddeford	WIDE	French 8
Lewiston	WCOU	French 3
Presque Isle	WLAM	French 3
Rockland	WAGM	French 1
Waterville	WRKD	Finnish 1
Waterville	WTVL	French 12

MARYLAND

Baltimore	WBMD	German 1
Baltimore	Greek 1	Italian 1
Baltimore	Lithuanian 12	
Baltimore	WWIN	Italian 5
Baltimore	Polish 1	
Cumberland	WTBO	Jewish 12
Silver Spring	WGAY	Greek 1

MASSACHUSETTS

Boston	WBMS	Italian 18
Boston	Jewish 1	

BOSTON (cont)

Brockton	WCRB	Italian 1
Fall River	WVOM	Armenian 12
Framingham	Albanian 12	German 12
Gardiner	Jewish 5	Irish 7
Greenfield	1	Polish 1
Haverhill	French 5	Greek 8
Holyoke	WBET	Lithuanian 12
Lawrence	WSAR	French 1
Lowell	Jewish 1	Portuguese 3
Lynn	WKOX	Italian 2
Medford	WGAW	French 12
New Bedford	WHAI	Polish 1
North Adams	WHAV	Arabic 1
Northampton	WREB	Italian 7
Pittsfield	WCCM	Polish 12
Salem	WCAP	Polish 1
Springfield	WLYN	Greek 2
Taunton	WHIL	Lithuanian 1
Ware	WBSM	Polish 1

MISSISSIPPI

Biloxi	WLOX	Spanish 1
--------	------	-----------

MISSOURI

KFSB	French 12
KPRS	Spanish 1
KSTL	German 12
Slavic 2	
WEW	Italian 12
WIL	Jewish 2

MONTANA

KFBB	Irish 12
KGCX	Norwegian 12

NEBRASKA

KJSK	Czech-Bohemian 12
KFGT	Bohemian 4
KRGI	Polish 2, Czech 2

NEW HAMPSHIRE

WFEA	Polish 12
WKBK	French 12
WMUR	French 2
WOTW	Polish 12
WWNH	French 2
WSPR	Polish 1
WPEP	Polish 1
WARE	Polish 7

NEW JERSEY

Atlantic City	WPG	Italian 7
Camden	WCAM	Italian 2
Milville	WKDN	German 12
Morristown	WMLV	Polish 3
New Brunswick	WMTR	Polish 2
Trenton	WCTC	Hungarian 2
Vineland	WBUD	Polish 10
	WTNJ	Greek 12
	WTTM	Hungarian 1
	WWBZ	Italian 2

NEW MEXICO

Albuquerque	KDEF	Spanish 3
Gallup	KGAK	Zuni 3
	Navajo 13	

NEW YORK

Albany	WABY	German 2
	Polish 2	
Binghamton	WOKO	Italian 1
	Polish 2	Ukrainian 1
	French 1	
Buffalo	WCSS	Polish 12
	Italian 1	Ukrainian 1/2
	Lithuanian 1	
Cortland	WKOP	Italian 1
Fulton	WNBF	Polish 12
	Polish 3	
Hornell	WBNY	Polish 1
	WKBW	Italian 1/2
	Polish 3	
	WWOL	Italian 8
	Polish 23	Ukrainian 1
	German 2	
	WKRT	Italian 1
	WOSC	Italian 1
	Polish 1	
	WLEA	Italian 2

MINNESOTA

Alexandria	KXRA	German 12
Bemidji	KBUN	Indian 1
Cloquet	WKLK	Finnish 2
Crookston	Polish 2	
Duluth	KROX	Scandinavian 12
Fairmont	WDSM	Finnish 1
Fergus Falls	KSUM	Swedish 12
Mankato	KGDE	Norwegian 12
St. Paul	KTOE	German 1
Virginia	WCOW	Swedish 3
	WHLB	Finnish 3

Jamestown	WJOC Swedish 3, Italian 1
Kenmore	WXRA Hungarian 1, Polish 6
Kingston	WKNY Polish 1
Little Falls	WLFH Polish 2
Middletown	WALL Polish 2
New Rochelle	WNRC Polish 4
New York City	WBNX French 2, German 5, Italian 15, Polish 3, Spanish 26
	WEVD Jewish 50, German 1, Italian 1, Spanish 5
	WHOM German 10, Italian 17, Polish 18, Russian 5, Spanish 62
	WLIB Greek 2, Hungarian 2, Polish 8, Spanish 6
	WOW Italian 63
	WWRL Czech 3, German 20, Greek 3, Polish 1, Spanish 83
Peekskill	WLNA Italian 2
Poughkeepsie	WEOK Italian 1
Rochester	WHEC Ukrainian 1/2
	WRNY Italian 2
	WSAY German 1, Italian 2, Jewish 2, Polish 1/2, Ukrainian 1, Spanish 3
	WVET Italian 4
Schenectady	WSNY Polish 4, Italian 3
Syracuse	WAGE Ukrainian 2, Italian 1
	WHEN Ukrainian 2
	WOLF Italian 1, Polish 2
Utica	WGAT Italian 5, Polish 3
	WIBX Italian 1, Polish 5
	WRUN Italian 2, Polish 5

NORTH DAKOTA

Minot **KLPM** Norwegian 1/2

OHIO

Akron	WADC Hungarian 1/2, Italian 1/2
Ashtabula	WICA Italian 1, Polish 3
Bellaire	WTRX Bohemian 1, Greek 1, Italian 1, Polish 6, Syrian 1
Cleveland	WDOK German 3, Polish 2, Spanish 1/2
	WERE Italian 1, Slovak 2, Irish 1/2, Polish 2, Hungarian 2
	WHK Italian 1/4, Hungarian 1/4, German 1/4, Bohemian 1/4, Polish 1/4, Yugoslavian 1/4
	WJMO Polish 4, Jewish 1, Croatian-Serbian 1, Italian 2, German 1
	WJW German 1, Polish 1
	WSRS Italian 1, German 1/2, Jewish 1/2, Lithuanian 1/2, Croatian 1
Dayton	WING Jewish 1/2
Fostoria	WFOB Polish 1
Middletown	WPFB Hungarian 1
Steubenville	WSTV Italian 2
Toledo	WSPD Hungarian 1/2
	WTOD* Czech 1/2, German 1, Polish 4, Spanish 1/2
Warren	WHHH Greek-Ukrainian 1

Youngstown	WBBW Italian 1
	WFMJ Polish 3, Jewish 1
OKLAHOMA	
Shawnee	KGFF Czech 1
Tillamook	KTIL Swiss 1
PENNSYLVANIA	
Allentown	WAEB German 1
	WHOL German 1/2
	WKAP Italian 1/2
	WVAM Italian 1/2
	WBVP Italian 1, Polish 3
Altoona	WCDL Polish 6
Beaver Falls	WDRF Polish 1
Carbondale	WCVI Polish 4
Chester	WCED Polish 1
Connellsville	WIKK Italian 1
DuBois	WJET German 1, Polish 1/4
Erie	WLEU Polish 7
Farrell	WFAR Polish 1/2
Hazleton	WAZL Polish 4
Johnstown	WARD Polish 1
McKeesport	WCRO Italian 1/2, Polish 1
Philadelphia	WEDO Greek, Italian, Polish 1, Serbian
	WDAS Polish 3, German 1, Jewish 5, Spanish 6, Ukrainian 2
	WHAT Italian 13, Spanish 2
	WJMJ Greek 1, Italian 27, Polish 7
	WTEL Albanian 1/2, German 9, Greek 1, Hungarian 1/2, Lithuanian 2, Latvian 1/2, Polish 8, Slovak 1/2, Spanish 6, Ukrainian 2
Pittsburgh	WHOD Croatian 2, German 1, Greek 7, Italian 14, Jewish 1, Lithuanian 1, Polish 7, Slovak 2
Pittston	WPIT Croatian 1/2, Italian 1, Lithuanian 1/2, Polish 1/4, Ukrainian 2
Pottsville	WPTS Italian 10, Polish 4
Reading	WPPA Polish 1
Red Lion	WEEU German 1, Polish 1/2
St. Marys	WGCB German 1/4
Somerset	WKBI Polish 1
Sunbury	WVSC Polish 2
Uniontown	WKOK Penn. Dutch 1/4
Washington	WMBS Italian 1, Polish 1/2, Slovak 1/2
Wilkes-Barre	WJPA Polish 5
	WBRE Italian 5, Polish 2
	WILK Lithuanian 1/2, Polish 1/2
Williamsport	WLYC Italian 1
RHODE ISLAND	
Newport	WADK Portuguese 2
Pawtucket	WPAW Polish 3, Italian 8, French 5
Providence	WICE French 1, Spanish 1
Westerly	WRIB Italian 20, Jewish 1, Portuguese 5
Woonsocket	WERI Italian 1
	WWON French 6
SOUTH CAROLINA	
Charleston	WCSC German 1/4, Spanish 1

SOUTH DAKOTA

Huron **KIJV** German 1

TENNESSEE

Jackson **WDXI** Jewish 1/2

TEXAS

Brenham	KWHI German 3
College Station	WTAW* Czech 1
El Campo	KULP* Czech 5, German 1
Marlin	KMLW* Czech 1/2
New Braunfels	KGNB* German 10
Rosenberg	KFRD* Czech 9, German 1/2
Seguin	KWED* German 7
Terrell	KTER Czech 3

UTAH

Salt Lake City **KALL** German 1/2, **KDYL** German 1/2, **KUTA*** Dutch 3

VERMONT

Brattleboro **WTSA** Polish 1

Rutland **WHWB** Italian 1, Polish 2

St. Johnsbury **WTWN** French 1

VIRGINIA

Alexandria **WPIK** Greek 1

Norfolk **WLLOW** Greek 1

WASHINGTON

Seattle **KAYO** Italian 1

Spokane **KTW** Japanese 1/2

Tacoma **KNEW** Italian 1/2, Scandinavian 2

Yakima **KMO** Italian 1/2

KYAK* Spanish 4

WEST VIRGINIA

Clarksburg **WBLK** Jewish 2

Fairmont **WVWW** Italian 3

Weirton **WEIR** Greek 1, Italian 2

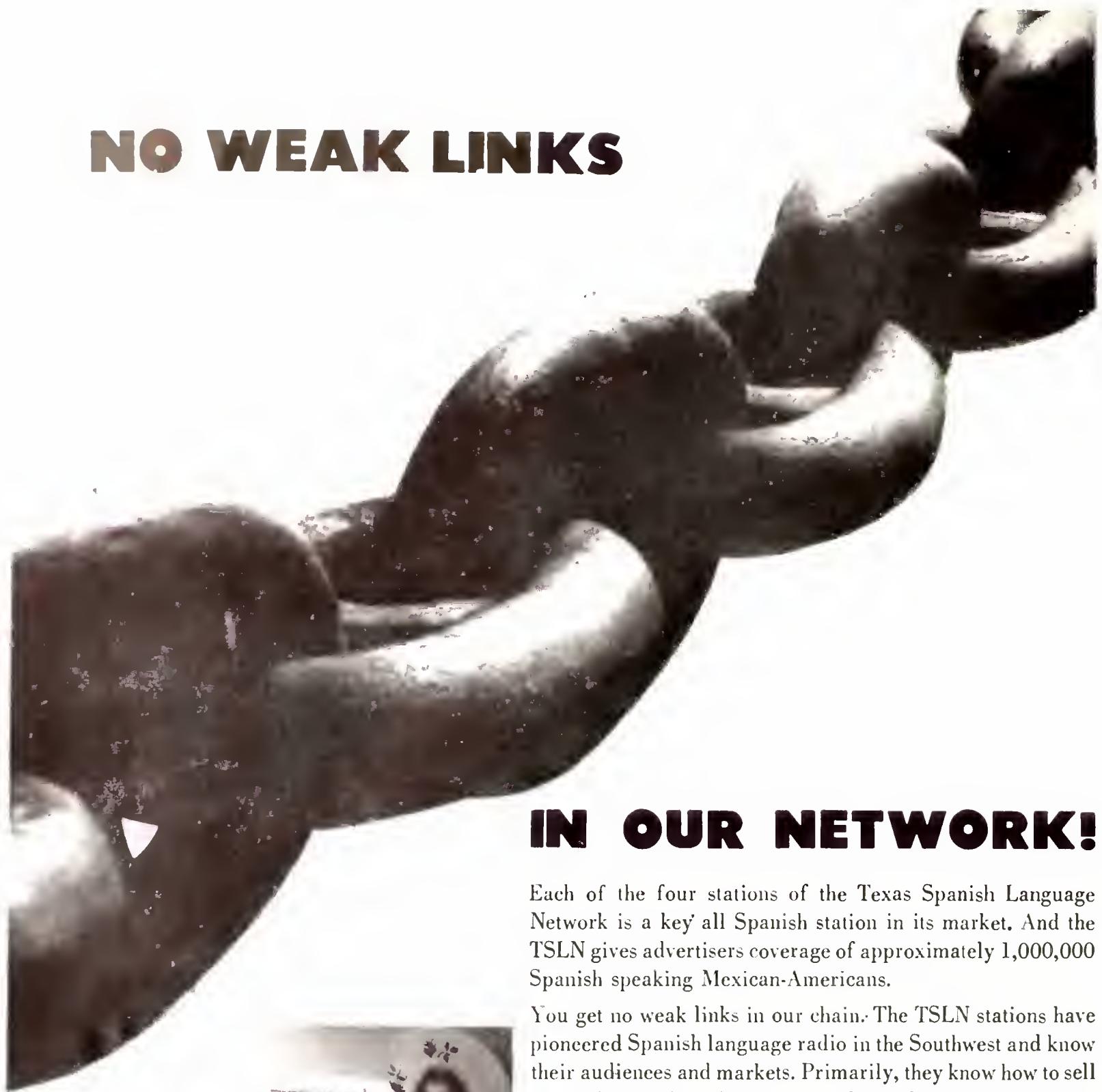
Wheeling **WHLL** Polish 1

WKWK Polish 1/2

WISCONSIN

Beloit	WBEL Scandinavian 2, German 6
Kenosha	WLIP Italian 1, Polish 1
Ladysmith	WLDY Polish 1/2
Menomonie	WMNE German 1/2, Scandinavian 1/2
Milwaukee	WCAN German 3, Polish 6
	WEMP German 1, Italian 1/2
	WFOX German 5, Polish 7, Jewish 1, Spanish 1/2
	WMIL German 2, Polish 1
Monroe	WEKZ German 3, Swiss 1, Norwegian 1
Neenah	WNAM Polish 1
Park Falls	WPFP Polish 1/2
Racine	WRJN Polish 5
Shawano	WRAC Spanish 1
Watertown	WTCH German 2
Waukesha	WTTN German 1/2
	WAUX German 6, Polish 6

NO WEAK LINKS



IN OUR NETWORK!

Each of the four stations of the Texas Spanish Language Network is a key all Spanish station in its market. And the TSLN gives advertisers coverage of approximately 1,000,000 Spanish speaking Mexican-Americans.

You get no weak links in our chain. The TSLN stations have pioneered Spanish language radio in the Southwest and know their audiences and markets. Primarily, they know how to sell their advertised products. In this phase of their operations the TSLN has set up an all Spanish merchandising program that is second to none. (*Sample evidences can be furnished upon request.*)

Additional features of the network are low cost, special discounts, one contract and single billing.

For further information contact your nearest "rep".



Represented Nationally by
NATIONAL TIMES SALES
New York • Chicago
HARLAN G. OAKES & ASSOC.
Los Angeles • San Francisco

One of the 1,000,000 Mexican-American consumers in the TSLN coverage area. An attractive market.

Texas Spanish Language Network

KIWW
San Antonio

XEO-XEOR
Rio Grande Valley

XEJ
El Paso

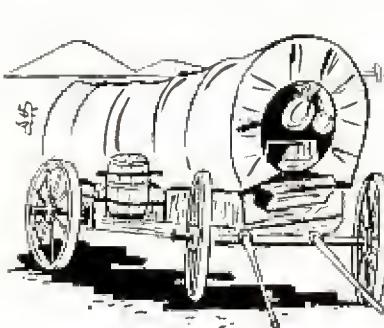


mexican-american

139 radio stations (7% of Buyers' Guide total) reported programming for the Spanish-speaking Mexican-Americans in the Southwest and Far West.

This programming, either in Spanish or in English, directed to the Mexican-American audience, is most evident in California with 51 stations, and in Texas with 56 stations. A number of other states offer this special appeal.

For Spanish language programming, including Puerto Rican population segments in New York and other states, see Foreign Language section. Of the 139 stations listed here, 14 are 100% Spanish language (marked with *).



the 'Pioneer Station' IN SPANISH-LANGUAGE RADIO!

★ In Popularity ★ In Programming
 ★ In Sales—to National & Regional Accounts
 ★ In Merchandising. ★ In Production and
 Distribution of Programs, Jingles,
 Commercials...for all national accounts
 in all Spanish-Speaking Markets

Represented by

RICHARD O'CONNELL—National Adv. Dir.

DORA CLAYTON—ATLANTA, GEORGIA



RAOUL A. CORTEZ, PRES. SAN ANTONIO, TEXAS
 5000 WATTS - 45 COUNT COVERAGE

Flagship Station of
the Sombrero Network



KSON SAN DIEGO,
California

**Opens The Door
To San Diego's
Billion Dollar Market
with its
Large**

**MEXICAN AMERICAN
POPULATION**

- 114,291 Mexican-American Population Within 20 Miles of Radio Station KSON



KSON'S Spanish Voice

DON REYMONDO'S HACIENDA

The favorite of the English speaking Mexican Americans — playing the Latin American music they love, each morning from 5 a.m. to 7 a.m.

Nationally Known
Accounts Using The
"Don Reymundo Hacienda"
Program include:

TODDS CLOTHIERS	HUNT'S FOOD
B.C. HEADACHE TABLETS	FORD GOLD LABEL BEER
SSS TONIC	PEPSI COLA
McMILLAN OIL	SEVEN UP
GRAND OLE OPERA	JIM CLINTON
PLASTERING INSTITUTE	ICE CYCLES
	LINCOLN CARS

- Last year, \$64,500,000 worth of American products crossed the Mexican border at San Diego.*

*computed from U.S. Custom export stamps

KSON

The Music Station of San Diego

NEW MEXICO

Albuquerque	KABQ	15
	KGGM	6
	KOB	3
Artesia	KSVP	3
Carlsbad	KAVE	2
	KPBM	3
Clovis	KCLV	3
Deming	KOTS	6
Las Cruces	KOBE	9
Lovington	KLEA	1
Portales	KENM	1
Roswell	KGFL	4
Silver City	KSIL	7
Tucumari	KTNM	5

TEXAS

Alice	KBKI	26
Alpine	KVLF	7
Austin	KTXN	51
Baytown	KREL	24
Beeville	KIBL	25
Big Spring	KTXC	5
Brownsville	KBOR	25
(Matamoros, Mex.)	XEO	124*
Coleman	KSTA	2
College Station	WTAW	7
Colorado City	KVMC	2
Corpus Christi	KCCT	91
	KEYS	10
	KUNO	120*
	KWBU	32
Eagle Pass	XEMU	98*
(Piedras Negras, Mex.)	KURV	26
Edinburg	KULP	6
El Campo	KEPO	2
El Paso	XEJ	137*
(Jaurez, Mex.)	XELO	77*
Falfurrias	KBLP	18
Fort Stockton	KFST	8
Fort Worth	KNOK	17
Galveston	KGBC	4
	KLUF	3
Gonzales	KCTI	6
Harlingen	KGBT	63
Laredo	KVOZ	7
(Nueva Laredo, Mex.)	XEAS	115*
	XEDF	113*
Lubbock	KSEL	3
McAllen	XEOR	124
(Raynosa, Mex.)	KJBC	6
Midland	KGNB	12
New Braunfels	KECK	2
Odessa	KRIG	3
	KLVL	105*
Pasadena	KIUN	9
Plainview	KVOP	6
Rosenberg	KFRD	13
San Angelo	KTXL	7
San Antonio	KCOR	123*
	KEXX	81*
	KIWW	84*
San Marcos	KCNY	31
Seminole	KWED	14
Sinton	KANN	11
Sweetwater	KXOX	2
Uvalde	KVOU	18
Victoria	KNAL	11
Waco	WACO	2

UTAH

Ogden	KOPP	1
Provo	KEYY	3

WASHINGTON

Sunnyside	KREW	3
Yakima	KYAK	7

WYOMING

Rawlins	KRAL	1
---------	------	---

SPANISH SPEAKING PROGRAMS

ALONE WILL NOT REACH
THE OVER 400,000 MEXICAN
... MEXICAN-AMERICANS
IN LOS ANGELES COUNTY
... OVER 80% OF THIS
GROUP ARE NATURAL-
IZED CITIZENS SPEAK-
ING BOTH SPANISH
AND ENGLISH...

TO REACH AND SELL THIS GROUP
YOU MUST HAVE PROGRAMMING
THAT APPEALS TO EVERYONE...

ONLY KOWL OFFERS BOTH
SPANISH SPEAKING AND
SPANISH-ENGLISH SPEAKING
PROGRAMS.

"CHICO" LIONEL SESMA,
TOP MEXICAN-AMERICAN
D.J. IS THE FAVORITE OF
ALL. HIS WAS THE FIRST SPANISH-
ENGLISH SPEAKING PROGRAM IN LOS
ANGELES... NOW IN HIS SIXTH SUCCESSFUL YEAR. ELENA SALINAS, THE
FIRST LADY OF SPANISH RADIO. HER
VARIETY PROGRAM HAS BEEN SELLING IN SPANISH FOR OVER 17 YEARS. AN ESTABLISHED PERSONALITY WITH A TREMENDOUS AUDIENCE.

SEÑOR OROZCO, SPANISH NEWS COMMENTATOR AND FEATURING MEXICO HIT PARADE MUSIC. ONE OF THE FIRST IN LOS ANGELES PARADE

STA AGO. DENT
MAN IN AND ONE KNOWN IN
FIELD. THESE ARE THE PEOPLE
REACH AND SELL TO THE OVER 400,000
MEXICAN AND MEXICAN-AMERICANS IN
LOS ANGELES COUNTY OVER

KOWL
10,000 WATTS

Transmitter: Los Angeles, California

Executive Offices: Santa Monica, California

National Representatives:

Forjoe & Co. New York, Chicago,

Dallas, San Francisco

Dora-Clayton Atlanta, Georgia

GEORGE A. BARON, Gen'l Mgr.

Major Power

IN PHILADELPHIA NEGRO

LEADER: Philadelphia's Top Negro Audience
(Pulse)

LEADER: In Total Number of Hours Broadcast
to Negro Philadelphia

LEADER: Top Talent in Philadelphia Negro
Broadcasting

LEADER: In Number and Quality of Accounts
(Camels, General Foods, B. C., Rem,
Johnson & Johnson, Aunt Jemima,
etc.)

LEADER: In Market Data and Research Studies

LEADER: Philadelphia's First Full-time Negro
Merchandising Department

LEADER: In Community Service Programs

JOCKO
(9:30 P.M.-1:00 A.M.)
(9:05 A.M.-9:30 A.M.)

1000 WATTS
(SPRING
'55)

BERNICE THOMPSON
(9:30 A.M.-11:30 A.M.)

RANDY DIXON
(6:00-9:00 A.M.)
(7:00-8:00 P.M.)

SHORTY
THE BAILIFF
(2:30-5:55 P.M.)

... AND GOING UP
(IN AMERICA'S THIRD LARG-
EST NEGRO MARKET):
Whit...

J. Span
J. they
air
P.
IRV TIMBERS
Merchandising Mgr.

WDAS

1400 ON YOUR DIAL

PHILADELPHIA'S OLDEST INDEPENDENT

NATIONAL REPRESENTATIVES: FORJOE & CO.
NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES



symbols

* indicates 100% Negro programing
‡ member National Negro Network

negro radio

596 stations (29% of the total response) reported that they were programming at least partially for their local Negro audience. The trend in this direction continues this year with 4% increase in the number of stations identified with this category. The 1954 Guide showed a total of 374 stations in this directory or 25% of the respondents.

In all, 39 states reported Negro programing. The 1955 data shows a total of 32 stations with 100% Negro programing against a total of 22 such stations in 1954.

26% of the stations reporting Negro programing also devote 10 hours or more per week to religious programing (see section, page 105).

Negro programing covers wide range of interests, such as Negro news, sports, soap operas, music, community public service—all especially planned for the Negro audience. Most often mentioned by all stations reporting in this category are the rhythm and blues music by Negro performers, or spirituals.

WMGY

MONTGOMERY
ALABAMA

COVERS and SELLS
CENTRAL & SOUTHERN ALABAMA

with clear Channel 800 kc—1000 watts

Programming
Hillbilly—News—Sports—Pop—Race
featuring

"Uncle Bob Helton"
Dean of Alabama's D.J.'s

Red Ryan—
9 years State Capitol
newscaster

Chuck Elliott as
"Charlie the Square"
7 year veteran with
a huge loyal following

Chucks—Atomic Boogie
Rhythm & Blues

ANOTHER INDEPENDENT
METRO-MARKET STATION

Reach and Sell
Alabama with

WMGY

Montgomery, Ala.

1000 Watts

800 Kc.

Thomas W. Sewell, Gen. Mgr.
Rep. Forjoe, Inc., New York City
Dora Clayton, Inc., Atlanta

IN AND AROUND
MONTGOMERY, ALA.
WRMA

is the
only 100%
Negro Station
serving
more than 200,000 Negroes
in
Central Alabama
who earn one, out of every five
and spend
one, out of every four
Consumer Dollars
in the area

USE **WRMA**

to reach and sell all
Central Alabama Negroes

Ralph M. Allgood, G.M.

Joseph Hershey McGillvra Inc.
National Rep.

Always
FIRST IN
FRESNO
CALIFORNIA

- gospel
- rhythm & blues
- dixie
- swing
- hot jazz
- spirituals
- results for advertisers

KGST

1000 WATTS

ALABAMA

ALEXANDER CITY	WRFS	10
ANDALUSIA	WCRA	3
ANNISTON	WHMA	3
	WSPC	5
AUBURN	WAUD	6
BIRMINGHAM	WBCO	122*‡
	WEGR	84*
	WJLD	120*
	WWOK	2
DECATUR	WJAF	5
DOTHAN	WHOS	3
	WDIG	9
EUFAULA	WOOF	4
FLORENCE	WULA	7
	WJOI	5
GADSDEN	WOWL	9
	WEFO	9
GENEVA	WGAD	X
HAMILTON	WGEA	1/2
HUNTSVILLE	WERH	3
	WBHP	1
MARION	WFUN	6
MOBILE	WFJAM	10
	WKAB	18
	WKRG	5
MONROEVILLE	WMOZ	98*‡
MONTGOMERY	WMFC	8
	WBAM	1
	WCOT	5
	WVGY	18
	WRMA	87*‡
OPELIKA	WJHO	5
PHENIX CITY	WPNX	21
RUSSELVILLE	WWWR	1
SCOTTSBORO	WGRI	2
SYLACAUGA	WMLS	6
TALLASSEE	WTLS	6
TUSKEGEE	WTUS	36

ARIZONA

FLAGSTAFF	KGPH	7
GLENDALE	KRUX	11

ARKANSAS

ARKADELPHIA	WVRC	1
CROSSETT	KAGH	4
EL DORADO	KDMS	3
FAYETTEVILLE	KGRH	3
FORT SMITH	KFWF	3
	KWHN	6
HELENA	KFFA	35
HOT SPRINGS	KWFC	6
LITTLE ROCK	KGHI	10‡
	KTHS	4
	KXLR	25
MAGNOLIA	KVMA	9
MALVERN	KDAS	3
McGEHEE	KUSA	6
MORRILTON	KVOM	3
NEWPORT	KVBY	5
OSCEOLA	KOSE	6
PINE BLUFF	KCLA	10
WARREN	KOTN	12
	KWRF	2

CALIFORNIA

BAKERSFIELD	KBIS	17
BERKELEY	KRE	20
BLYTHE	KYOR	4
BURBANK	KBLA	3
FRESNO	KGST	14
	KUJ	1
LONG BEACH	KFOX	28
	KGER	10
LOS ANGELES	KFI	1
See Long Beach, Pasadena, Santa Monica	KFVD	19
	KGFJ	18
	KPOL	6

3

TOP PERSONALITIES

that
REACH,
SELL

Los Angeles BIG
350,000
NEGRO MARKET

JOE ADAMS

Los Angeles' Top
Negro Disc Jockey
(also Negro Spirituals) now in his 7th
successful year.



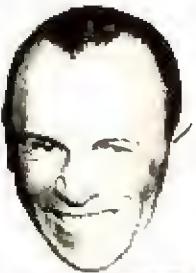
LILLIAN RANDOLPH

Famed Negro Star
of Radio, TV and
Movies . . . daily
stars on her own
Variety Show.



CHESTER WASHINGTON

West Coast Editor
and Sports Chief of
Pittsburgh Courier,
features News and
Sports Program.



from the most powerful
"SPECIALIZED PROGRAMMING"
station in the West

KOWL

10,000 WATTS

Transmitter: Los Angeles, California
Executive Offices: Santa Monica, California

National Representatives:

Forjoe & Co. New York, Chicago,
Dallas, San Francisco

Dora-Clayton Atlanta, Georgia

GEORGE A. BARON, Gen'l Mgr.

NAPA	KUON	5
OAKLAND	KLX	2
	KROW	12
	KWBR	73‡
PASADENA	KALI	21
	KWKW	6‡
PITTSBURG	KECC	1
SAN BERNARDINO	KCSB	7
	KRAO	12
SAN FRANCISCO	KSAN	115

See Oakland, Pittsburg, San Jose

SAN JOSE	KLOK	1
SAN RAFAEL	KTIM	5
SANTA MONICA	KOWL	29
STOCKTON	KSTN	2
VALLEJO	KXOB	2
	KGYW	6

COLORADO

DENVER	KLIR	1/2
	KTLN	10
ENGLEWOOD	KVOD	1/2
	KGMC	3

CONNECTICUT

NORWALK	WNLK	1
STAMFORD	WSTC	2
WATERBURY	WATR	12

DELAWARE

WILMINGTON	WAMS	21
	WILM	12

DISTRICT OF COLUMBIA

WASHINGTON	WOL	6
	WOOK	133‡

See Annapolis & Bethesda, Md. WWDC 12

FLORIDA			
CLEARWATER	WTAV	1	
COCOA	WKKO	3	
DADE CITY	WDCF	5	
FT. LAUDERDALE	WTFL	20	
FORT PIERCE	WARN	11	
GAINESVILLE	WDLH	6	
HOLLYWOOD	WGCG	5	
JACKSONVILLE	WGBA	15	
KISSIMMEE	WOBS	44‡	
LAKE CITY	WRHG	36	
LAKELAND	WRWB	4	
MIAMI	WDSR	4	
	WONN	3	
	WFEC	81*	
	WMBM	81‡	
	WAJE	22	
	WWPB	19	
	WEBY	2	
MILTON	WSBB	7	
NEW SMYRNA BEACH	WTMC	3	
OCALA	WABR	15	
ORLANDO	WFOO	7	
	WROZ	1/2	
	WWPF	6	
PALATKA	WPCF	3	
PANAMA CITY	WCOA	3	
PENSACOLA	WPLA	1	
PLANT CITY	WSTN	9	
ST. AUGUSTINE	WTRR	7	
SANFORD	WKXY	1/2	
SARASOTA	WMEN	14	
TALLAHASSEE	WEBK	12‡	
TAMPA	WHBO	10	
	WIOK	90*	
	WNTM	3	
VERO BEACH	WIRK	12	
W. PALM BEACH	WJNO	5	
	WSIR	5	
WINTER HAVEN			



—the ONLY medium dominating the 165,000 San Francisco Area Negro Market—spending 1 million dollars daily.*



"JUMPIN' GEORGE" OXFORD

"Jumpin' George" unquestionably the number-one Bay Area Negro appeal personality. George sells twice as many national and regional accounts to the San Francisco Area Negro market than any other Negro appeal disc jockey.



JACKIE FORD

Jackie has been acclaimed by Negro magazines as the number-one feminine personality on the Pacific Coast. She offers the only disc jockey, woman-interest show to Bay Area Negro homes.



"JOLLY JOE" GATHENS

"Jolly Joe" has his own loyal following. He holds—and sells them with an effective formula of Negro appeal programming: spirituals, rhythm and blues shows.



WALLY RAY

Here's Mister Satin Voice himself. Smooth delivery coupled with a large audience puts Wally's shows among the top rated programs in the Bay Area Negro community.

ALL the Bay Area with KSAN, the only medium dominating the 165,000 San Francisco Negro community spending 1 million dollars a day! For full facts and information, phone, write or wire:

KSAN Studio and Office — 1355 Market Street • San Francisco, Calif.

WB CO
BIRMINGHAM'S ONLY
FULL TIME
ALL NEGRO
Radio Station

1450 ON YOUR DIAL

WB CO serves 45% of Birmingham's population—250 thousand Negroes—18 hours a day.

- ★ MERCHANDISING
- ★ PROMOTION
- ★ AIR PERSONALITIES

National Representative — Forjoe and Co.
Southern Representative — Dora-Clayton, Inc.

WB CO

Birmingham and Bessemer, Alabama

J. E. Lanier, President
Eugene P. Weil, Manager

When you buy "Fabulous New Orleans" . . . Buy WMRY for fabulous results!

During 34 daytime quarter-hours of competitive Negro programming, WMRY leads in New Orleans Negro Homes by 9-to-1.*

In its full broadcasting period of 44 quarter-hours, WMRY leads all stations in Negro Homes in this area by 7-to-1.*

*Pulse New Orleans Negro Home Survey
Nov.-Dec., 1954.

**U. S. 1950 Census projected 12.1% by
N. O. Chamber of Commerce.

NO WONDER WMRY delivers fabulous results. It's the only All-Negro station in the fast-growing, potent metropolitan New Orleans Negro Market. Also, WMRY is beamed exclusively to 226,530** Negro persons in the city area, and well over a half-million Negro listeners alone in the wide WMRY coverage area.

Mort Silverman, Gen. Mgr.

600KC THE SEPIA STATION

WMRY
NEW ORLEANS LA

Represented Nationally by Gill-Perna, Inc.

GEORGIA

ALBANY	WJAZ	30
AMERICUS	WDEC	11
ATHENS	WRFC	6
ATLANTA See Decatur	WAOK	140*
	WBGE	36
	WERD	86
AUGUSTA	WAUG	10‡
	WBHQ	9
	WBIA	6
	WGAC	1
BALIBRIDGE	WMGR	7
BRUNSWICK	WMOG	6
CAIRO	WGRA	6
COLUMBUS See Phenix City, Ala	WDIAK	15
	WGBA	17
COLLINGTON	WGES	8
DECATUR	WEAS	25
DOUGLAS	WDMG	3
DUBLIN	WMLT	6
FITZGERALD	WBHB	6
GAINESVILLE	WDUN	6
GRIFIN	WHE	11
	WRHT	11
LA GRANGE	WFLAG	7
	WTRP	6
MACON	WBML	10
	WIBB	30
NEWNAN	WCOH	2
ROME	WLAQ	9
SALAVANAH	WCCP	12
	WJIV	25‡
	WSAV	3
THOMASVILLE	WPAX	7
TIFFTON	WFGS	5
VALDOSTA	WGAF	3
WAYCROSS	WACL	14
	WLYN	7
WINDER	WTMO	6

ILLINOIS

BELLEVILLE	WIBI	1
CAIRO	WFRO	1
CHICAGO	WAFF	15
	WGES	58‡
	WGN	7
	WSBC	20
EAST ST. LOUIS	WTMI	24
JOLIET	WJOL	1
METROPOLIS	WMOK	2
OAK PARK	WOPA	23
URBANA	WFKD	4

INDIANA

BEDFORD	WBW	3
EVANSVILLE	WJPS	3
FT. WAYNE	WANE	1
	WFWCA	24
GARY	WJOB	24
HAMMOND	WIMS	5
MICHIGAN CITY	WJVA	1
SOUTH BEND		

There's only
ONE Station in the
**TAMPA-ST. PETERSBURG
BAY AREA**
that programs exclusively
for the
NEGRO MARKET!

WIOK-Tampa

1150 KC—1000 watts

with

**ALL-NEGRO
PERSONALITIES**

Can be bought in
combination with

(WSOK-Nashville)

Represented by

FORJOE and DORA CLAYTON

IOWA

DES MOINES	KWDM	.8
KANSAS	KANS	2

KENTUCKY

ASHLAND	WWKO	.7
CAMPBELLVILLE	WTCO	.2
BOWLING GREEN	WLJB	10
COLUMBIA	WAIN	1
COTTINGTON	WZIP	14
CUMBERLAND	WCPM	.5
FRANKFORT	WFKY	.3
FULTON	WFUL	.7
LEXINGTON	WLAP	1
LOUISVILLE	WFINN	2
	WLOU	76*‡
MADISONVILLE	WFMW	.5
MIDDLESBORO	WMIK	.4
WINCHESTER	WWKY	1

LOUISIANA

ALEXANDRIA	KSYL	18
BATON ROUGE	WIBR	16
	WNOX	52
DE RIDDER	KDLA	6
HAMMOND	WHL	3
HOUMA	KCIL	6
LAFAYETTE	KIOL	1
LAKE CHARLES	KAOK	22
MANSFIELD	KDBC	8
MINDEN	KAPK	2
MONROE	KLIC	10
	KMLB	2
	KNOE	6
MORGAN CITY	KMRC	14
NEW IBERIA	KJIM	5
NEW ORLEANS	WBOK	60
	WMRY	86*‡
	WWEZ	126*
OAKDALE	KREH	7
OPELOUSAS	KSLO	7
SHREVEPORT	KANP	84*
	KENT	10‡
	KWKH	6

ATTENTION, RADIO SPONSORS

NOW YOU CAN REACH
THAT BIG RICH
CHICAGO BILLION DOLLAR
NEGRO MARKET
721,500
LATEST FIGURES
"JAM WITH SAM"



*The disk jockey show that
is the talk of the town*
Monday Thru Saturday—
9:30 P.M.-12:00 M.

WGES—5,000 Watts —
1390 Ke.

PARTIAL LIST OF SPONSORS

ARMOUR—Carnation—Coca-Cola

Ebony Magazine—Illinois Bell
Telephone—Lucky Strike

Miller High Life

WRITE, WIRE OR PHONE FOR
AVAILABILITIES

SAM EVANS PRODUCTIONS

203 N. Wabash Ave., Chicago, Ill.

Phone Dearborn 2-0664

**Sell The Rich Negro
Market Of—
SHREVEPORT, La.**
&
Ark-La-Tex Area
175,000 Negro Pop.
Approx. 40% of Total.

K A N V

*Rated 3rd. Place (13.9)

8 A.M.-12 N. Mon.-Sat.

Rated 4th. Place (13.3)

12 N.-6 P.M. Mon.-Sat.

*Jan. 55' Hooper.

Popular Air-Personnel

6-Men & 2-Women.

4 Hrs. Spirituals & Gospels

6 Hrs. Blues, Jazz, Pop & Bop.

3-1/4 Hr. News & Sports

1050 KC.-250W.-DT.

Reps: Dora-Clayton, S.E.

Clyde Melville, S.W.

United Broadcasting Co. N.E.

Harlan Oakes, West Coast.

MARYLAND

ANNAPOLIS	WANN	81*
BALTIMORE	WBAL	12
	WTHH	19
	WSID	54‡
BETHESDA	WUST	70*
HAURE DE GRACE	WASA	2
LEXINGTON PARK	WPTX	2

MASSACHUSETTS

BOSTON	WBMS	18‡
	WWOM	5
SPRINGFIELD	WJKO	7

MICHIGAN

ANN ARBOR	WHRV	3
	WPAG	3
BENTON HARBOR	WHFB	2
BIG RAPIDS	WBWN	2
DETROIT	CKLW	2
	WJLB	46‡
	WXYZ	18
FLINT	WMRP	16
GRAND RAPIDS	WJEF	1
	WLAV	3
MUSKEGON	WMUS	1/2
PONTIAC	WPON	1
PORT HURON	WHLS	2
SAGINAW	WSGW	3

MISSISSIPPI

ABERDEEN	WMPA	6
BOONEVILLE	WBIP	6
CANTON	WDOB	10
CENTERVILLE	WGLC	5
CLARKSDALE	WROX	21
CLEVELAND	WCED	18
COLUMBIA	WCJU	1
COLUMBUS	WACR	6
GREENVILLE	WGVM	35
GRENADA	WNAG	12
GULFPORT	WGCM	5
HATTIESBURG	WBKII	6
	WHSY	5
HAZLEHURST	WMDC	8
INDIANOLA	WNLA	6
JACKSON	WJVV	15
	WOKJ	81*
	WRBC	28‡
LAUREL	WLAV	8
LOUISVILLE	WLSM	10
MERIDIAN	WMOX	10
PHILADELPHIA	WTOK	5
TUPELO	WHOC	6
WAYNESBORO	WELO	2
WEST POINT	WABO	1
	WRWB	8

MISSOURI

CHARLESTON	KCHR	8
KANSAS CITY	KMBC	2
	KPRS	81*‡
	KUDL	7
ST. LOUIS	KSTL	18‡
	KXLW	53
	KXOK	1/2

NEVADA

LAS VEGAS	KLAS	2
RENO	KORK	2
	KWRN	1

WOOK
WASHINGTON, D. C.

WSID
BALTIMORE, MD.

WJMO
CLEVELAND, OHIO

WANT
RICHMOND, VA.

THE
BIG
4
TO SEW UP
THE VAST, PROFITABLE
NEGRO MARKETS
OF
WASHINGTON • BALTIMORE
CLEVELAND • RICHMOND

REACHING OVER
• 1,500,000 NEGROES •

WRBC

JACKSON MISS.

Serving
27 counties
352, 138 Negro
population

all-afternoon
programming to
the Negro audience
at

5000 WATTS

Featuring

"The Ole Hep Cat"

6 years with
his Gospel Music and
Rhythm & Blues
and the

Sons Of The South

Nationally known
Gospel Quartet
4 years on WRBC for
Gold Medal Flour

WRBC

JACKSON MISSISSIPPI

For the facts ask
The Branham Company

NEW JERSEY

ASBURY PARK	WJLK	2
ATLANTIC CITY	WFPG	3
BRIDGETON	WMD	6
CAMDEN	WSNJ	1
NEWARK	WCAM	71
TRENTON	WAAT	14
	WIBI	20
	WNJR	130*
	WBUD	16
	WTNJ	3

NEW YORK

BINGHAMTON	WVNR	1
BUFFALO	WGR	34
	WKBW	4
BUFFALO-KENMORE	WXRA	1
CORNING	WCLI	12
ELMIRA	WELM	12
KENMORE	WXRA	1
KINGSTON	WKNY	1
NEW YORK	WABC	12
See Newark, N. J.	WEUD	1
	WHOM	20
	WLIB	66
	WOT	60*
	WWRL	51
NIAGARA FALLS	WJL	8
PATCHOGUE	WALK	2
ROCHESTER	WSAY	2

NORTH CAROLINA

ASHEVILLE	WSKY	20
BURLINGTON	WBBC	5
	WFNS	4
CHARLOTTE	WGH	58*
	WFOK	45
DIEN	WCKB	3
DURHAM	WDNC	11
	WSRC	86*
	WSSB	24
	WTIK	7
ELIZABETH CITY	WGAI	3
FAYETTEVILLE	WFAL	17
	WFBL	15
	WFNC	13
GOLDSBORO	WFMC	10
GREENVILLE	WGTC	5
HENDERSON	WHNC	11
HIGH POINT	WHP	7
	WMFR	3
	WNOS	21
JACKSONVILLE	WJNC	12
KINGS MOUNTAIN	WKMT	7
KINSTON	WEIS	15
	WFBC	6
LAWRENCEBURG	WELO	5
LINCOLNTON	WLON	1
LUMBERTON	WAGR	3
MOUNT AIRY	WSYD	3
NEW BERN	WHIT	3
	WOOW	6
N. WILKESBORO	WKBC	3
RALEIGH	WNAO	10
	WRAI	9
REEDSVILLE	WERC	6
	WREV	7
ROCKY MOUNT	WCEC	8
ROXBORO	WRAO	4
SALISBURY	WSAT	16
SANFORD	WWGP	7
SILER CITY	WNCA	5
SMITHFIELD	WMPM	1
SOUTHERN PINES	WEEB	17
TARBORO	WCPS	15
TRYON	WTYN	7
WADESBORO	WADE	40
WALLACE	WLSE	6
WASHINGTON	WHED	3
	WRRF	6
WHITEVILLE	WENC	11

WNJR

NEWARK

5000 WATTS FULL TIME 1430 KC



SLIM GAILLARD



RAMON BRUCE



GEORGE HUDSON



ZENAS SEARS



HUNTER HANCOCK



JOCKO MAXWELL



HAL WADE



CHARLES GREEN

AMERICA'S GREATEST
RHYTHM and BLUES
STATION

W W R L

NEW YORK

HAS THE LARGEST AUDIENCE IN 3 MARKETS

NEGRO SPANISH GERMAN

1,045,000

738,000

902,000

CUSTOMERS FOR 9¢ PER THOUSAND

5,000 WATTS

DEFENDER 5-1600

WHOD

PITTSBURGH'S PIONEER NEGRO STATION

MARY DEE



In 1948 Mary Dee became Pittsburgh's first Negro radio personality. In seven years her program has grown to four hours. Mary broadcasts from a show window in Pittsburgh's "Harlem" where thousands see her every day.

7-8:30 A.M. daily
2-4:30 P.M. daily



MAL GOODE

Mal Goode comes to WHOD from the "Pittsburgh Courier." He presents four newscasts daily with emphasis on news of special interest to Negroes.

8 A.M.-3 P.M.-4:15-5 P.M. daily

Courier Women's Page of the Air

8:30-9:00 A.M. daily



TOKI SCHALK JOHNSON
WOMEN'S Editor of The
PITTSBURGH Courier.



AND
HAZEL GARLAND, associate editor of
The Courier magazine.

NAT'L REP—FORJOE



WALT HARPER

Walt Harper is Pittsburgh's best known band leader. His knowledge of music and personal friendship with the biggest names in the music world gives his chatter between records a unique appeal.

4:30-6:00 daily



**IN PHILADELPHIA
ALL ROADS
LEAD TO THE
NEW
WHAT**

WHAT HAS JUST
ERECTED THE
HIGHEST A-M
NON-DIRECTIONAL
RADIO TOWER
IN PHILADELPHIA

WHAT NOW OF-
FERS ADVERTISERS
THE MOST EXTEN-
SIVE COVERAGE IN
METROPOLITAN
PHILADELPHIA AND
SUBURBAN AREAS.

WHAT IS THE
ONLY STATION
THAT DEVOTES
MORE HOURS TO
NEGRO PROGRAMS
THAN ANY OTHER
STATION IN THIS
AREA.

FOR TOP RADIO
ENTERTAINMENT -
TO REACH THE
LARGE NEGRO POP-
ULATION IN PHILA-
DELPHIA, YOU NEED

WHAT

1340 AM, 250 WATTS

105.3 FM, 10,000 WATTS

INDIE SALES, NEW YORK REPS.

NORTH CAROLINA (cont.)

WILLIAMSTON	WJAM	10
WILMINGTON	WGMI	.3
WILSON	WLOT	14
WINSTON-SALEM	WAAA	84
	WFAIR	7

OHIO

AKRON	WADC	2
CHILLICOTHE	WAKR	1
CINCINNATI	WBEX	3
CLEVELAND	WCIN	81*‡
COLUMBUS	WSAI	16
	WJMO	75‡
	WJW	17
	WSRS	20
	WCOL	1
	WHKC	.3
	WVKO	12
EAST LIVERPOOL	WOII	3
FOSTORIA	WFOB	2
GALLIPOLIS	WJEH	3
HAMILTON	WMOH	½
SPRINGFIELD	WIZE	3
STEUBENVILLE	WSTV	½
TOLEDO	WSPD	3
WARREN	WTOD	1
	WHHH	10

OKLAHOMA

ARDMORE	KPSO	1
LAWTON	KSWO	3
MUSKOGEE	KBIA	8
OKLAHOMA CITY	KMUS	10
OKMULGEE	KBYE	2‡
SHAWNEE	KHBG	9
WEWOKA	KGFF	5
	KWSH	X

PENNSYLVANIA

BEAVER FALLS	WBIP	.3
BETHLEHEM	WGPA	1
CHESTER	WDRF	18
COATESVILLE	WCOJ	2
ERIE	WERC	½
	WJET	1
	WLEU	5
	WFAR	2
FARRELL	WCMB	½
HARRISBURG	WARD	2
JOHNSTOWN	WDAS	90
PHILADELPHIA	WHAT	90
PITTSBURGH	WJMJ	7
	WHOD	52‡
	WILY	60
READING	WPIT	3
SCRANTON	WEU	½
	WARM	½

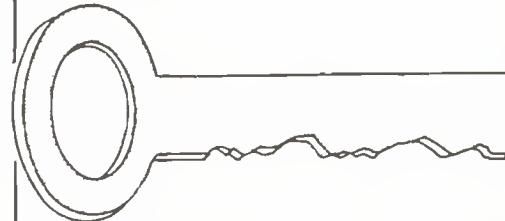
RHODE ISLAND

NEWPORT	WADK	3
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SOUTH CAROLINA

AIKEN	WAKA	3
ANDERSON	WAIM	4
	WANS	3
BARNWELL	WBAB	7
BELLE FORT	WBEU	7
BEAUFORT	WBSG	11
BISHOPVILLE	WAGS	9
CAMDEN	WACA	5
CHARLESTON	WCSG	1
	WPAL	55‡
	WTMA	3
	WFUS	50
CHERRY	WCRE	.5

**THERE'S
ONLY ONE**



Yes, The only KEY to the Tremendously Large and Rich NEGRO MARKET of **DURHAM, RALEIGH** And Eastern North Carolina

is

WSRC

Durham, N. C.

1410 Kc • 1000 Watts

"Only station in Eastern North Carolina programming exclusively to this great Negro Market." Over 200,000 Negroes with the highest income per capita of any area in America.

These Top Personalities rule the Roost in Eastern North Carolina

★ HONEYBOY FORD

★ NORFLEY WHITTED

★ DELORES JONES

★ DR. JIVE

For a look at our PULSE ratings and the complete WSRC story—Write, Wire or Phone John C. Greene, Jr., Mgr. or Contact our Reps. Nationally—RAMBEAU Southeastern—DORA-CLAYTON

COLUMBIA	WCOS	16‡
	WIS	.3
	WMSC	7
	WOIC	63
FLORENCE	WJMX	5
	WOLS	9
GREENVILLE	WAKE	6
	WESC	10‡
GREENWOOD	WCRS	3
	WGSM	10
GREER	WEAB	3
NEWBERRY	WKDK	12
ORANGEBURG	WDIX	8
ROCK HILL	WTND	11
	WRHI	2
SPARTANBURG	WTYC	11
	WJAN	6
SUMTER	WORD	3
UNION	WSSC	30
WALTERBORO	WBCU	3
	WALD	6

TENNESSEE

CHATTANOOGA	WAPQ	9
	WDXB	12
	WMFS	91*
CLARKSVILLE	WJZM	6
COLUMBIA	WKRM	2
FRANKLIN	WAGG	7
GALLATIN	WHIN	3
JACKSON	WDXI	21
JOHNSON CITY	WETB	1
KNOXVILLE	WIVK	8‡
	WKGN	10
LEWISBURG	WJYM	3
LEXINGTON	WDXL	1
MARYVILLE	WGAP	5
McMINNVILLE	WMMT	2
MEMPHIS	KWEM	31
	WCBR	84*
	WDIA	140*‡
	WHBQ	18
	WHIM	22
	WMPS	1½
NASHVILLE	WKDA	3
	WLAC	38
OAK RIDGE	WSOK	81*‡
	WATO	1

TEXAS

ABILENE	KRBC	1½
	KWKC	1
ATHENS	KBUD	1
ATLANTA	KALT	2
AUSTIN	KTXN	.23
BAY CITY	KIOX	6
BAYTOWN	KREL	63
BEAUMONT	KJET	84*
	KRIC	14
	KTRM	6
BEEVILLE	KIBL	1
BRENNHAM	KWHI	½
COLLEGE STATION	WTAW	5
CONROE	KVCO	6
CORPUS CHRISTI	KWBW	6
CORSICANA	KAND	6
CROCKETT	KIVY	7
DALLAS	KGKO	1
	KLIF	18
	KSKY	21
	WRR	6
DENISON	KDSX	6
EL CAMPO	KULP	4
FORT WORTH	KCNC	11
	KNOK	67‡
FREEPORT	KBRZ	1
GALVESTON	KGBC	23
CONZALES	KCTI	1
GREENVILLE	KGVL	4

COVERS
1/10 NEGRO
POPULATION

WDIA

50,000
WATTS

broadcasting exclusively
 to 1,466,618 Negroes—
 never reached before.
 Top Hooper and Pulse
 rated Station in the Mem-
 phis Market!

Write now for
 "Golden Market" Survey,
 WDIA, Memphis

Represented by
JOHN E. PEARSON CO.
DORA-CLAYTON AGENCY,
SOUTHEAST

WMRY
NEW
ORLEANS

KNOK
FT. WORTH-
DALLAS

formerly KWBC

KCOH
HOUSTON
Largest Markets
...cuts cost, too!



Gill-Perno, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

HOUSTON	KCOH	100*‡
<i>HUNTSVILLE</i>	<i>KVUZ</i>	12
<i>LONGVIEW</i>	<i>KPRC</i>	6
<i>LUKIN</i>	<i>KYOK</i>	42
<i>MARLIN</i>	<i>KSAM</i>	6
<i>MARSHALL</i>	<i>KLTI</i>	6
<i>MIDLAND</i>	<i>KTRE</i>	1
<i>MOUNT PLEASANT</i>	<i>KMLW</i>	3
<i>NAGADOCHE</i>	<i>KMHT</i>	6
<i>ORANGE</i>	<i>KJBC</i>	7
<i>PALESTINE</i>	<i>KIMP</i>	3
<i>PASADENA</i>	<i>KSFA</i>	1/2
<i>ROSENBERG</i>	<i>KOGT</i>	5
<i>SAN ANTONIO</i>	<i>KVET</i>	1/2
<i>SEGUN</i>	<i>KLVL</i>	21
<i>SHAMROCK</i>	<i>KFRD</i>	1
<i>SHERMAN</i>	<i>KCOR</i>	9
<i>SINTON</i>	<i>KMLC</i>	12
<i>SWEETWATER</i>	<i>KITFED</i>	2
<i>TEMPLE</i>	<i>KEVA</i>	2
<i>TERRELL</i>	<i>KRRV</i>	1/2
<i>TEXARKANA</i>	<i>KANN</i>	1
<i>TEXAS CITY</i>	<i>KXOX</i>	1
<i>TYLER</i>	<i>KTEM</i>	5
<i>VALDE</i>	<i>KTER</i>	1
	<i>KTFS</i>	2
	<i>KTLW</i>	30
	<i>KGKB</i>	1/2
	<i>KTBB</i>	6
	<i>KLOU</i>	3

UTAH		
OGDEN	KLOG	1/2
VIRGINIA		
<i>ARLINGTON</i>	<i>WARL</i>	1/2
<i>BEDFORD</i>	<i>WBBLT</i>	3
<i>BLACKTONE</i>	<i>WKLW</i>	9
<i>CLIFTON FORGE</i>	<i>WCFU</i>	2
<i>CREWE</i>	<i>WSUS</i>	7
<i>CULPEPER</i>	<i>WCVA</i>	1/2
<i>DANVILLE</i>	<i>WDVA</i>	3

There's only
ONE Station in the
MIDDLE TENNESSEE
AREA
that programs exclusively
for the
NEGRO MARKET!

WSOK-Nashville

1470 KC—1000 watts

with

**ALL-NEGRO
PERSONALITIES**

Can be bought in
combination with

(WIOK-Tampa)

Represented by

FORJOE and DORA CLAYTON

KPRC

SELLS THE HOUSTON GULF COAST NEGRO POPULATION...TOO!

1/4 hour firsts

KPRC	21
Station B	9
Station C	5
Station D	5

*Houston Negro Pulse, Winter
1953-1954

With more quarter-hour firsts than all other stations combined,* KPRC remains your best selling tool for reaching the estimated 200,000 Negro population as well as the rest of the entire 3 billion dollar market. Reach them... sell them... and re-sell them via Houston's first station, KPRC.

KPRC

HOUSTON

NBC & TQN on the Gulf Coast

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

WOKJ
Captures
45%
of Mississippi's
1 MARKET

Representing
**72,066 Negroes in the
 Jackson Metropolitan Area**

see
Joe McGillvra
 for the WOKJ Story

Mississippi's only 100% Negro
 Program Station

1000 watts

1590 kc

WCBR . . . MEMPHIS'
FAIREST GROWING STATION

From Beale Street . . .
Where Handy Wrote The Blues!

Serving the 250,000 Plus Negroes in the
 Greater Memphis Trade Area with
 Rhythm, Blues, Spirituals and News.

WCBR maintains full promotion
 and merchandising departments with
 close cooperation at retailer level for
 point of sale impact.

WCBR is First Station in Mem-
 phis to broadcast with 97% of produc-
 tion, programming, sales, and executive
 staff Negroes working for the enjoyment
 of Negroes.

WCBR | 1,000 WATTS
 DAYTIME STATION
 AT 1480

For Availabilities, Wire or Call
 W. M. H. Smith, General Manager

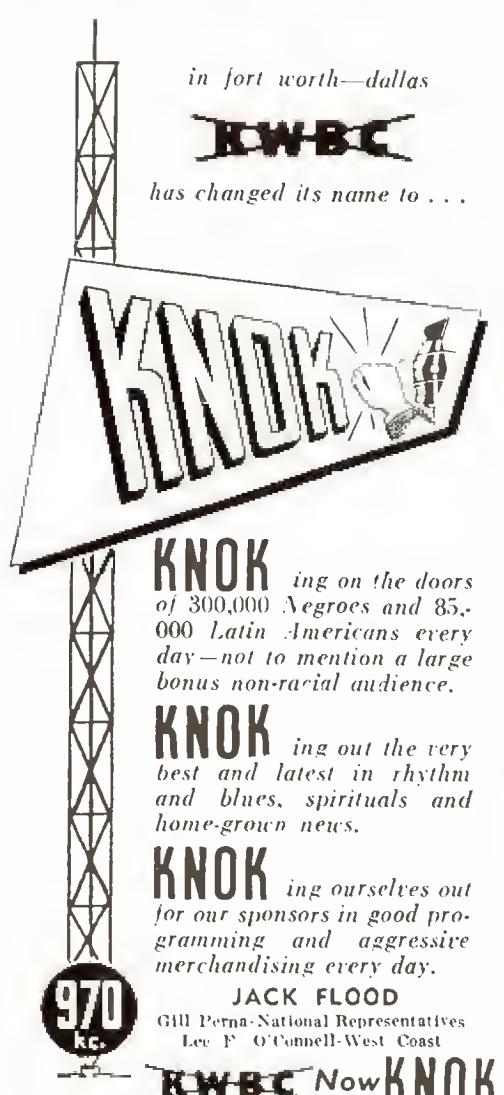
FARMVILLE	WFLO	9
FRONT ROYAL	WFTR	2
HOPEWELL	WHAP	6
NORFOLK	WLLOW	46
ORANGE	WRAP	126*‡
RADFORD	WJMA	4
RICHMOND	WRAD	2
	WANT	81*‡
	WLEE	10
	WRNL	1
	WAGI	4
ROANOKE	WROV	6
SOUTH BOSTON	WHLF	6
WYTHEVILLE	WFYVE	1

WASHINGTON		
KIRKLAND	KYBX	2
SEATTLE	KLNG	1/2
TACOMA	KTW	1/2
	KTAC	5

WEST VIRGINIA		
BECKLEY	WFJLS	1
	WFJNR	1
CHARLESTON	WCBS	2
	WGKV	3
MATEWAN	WFJC	1/4
OAK HILL	WFAY	6
WELCH	WBRI	X

WISCONSIN		
KENOSHA	WLIP	2
MILWAUKEE	WCAN	6
	WMIL	6
	WOKY	15

PUERTO RICO		
MAYAGUEZ	WAEL	8



**DAILY
 CONTACT**
**DOUBLE
 COOPERATION**

Agencies, advertisers, and stations
 have come to depend on the accurate,
 experienced know-how offered by our
 efficient DORA-CLAYTON staff.

We strive to render quick, dependable
 service for all types and sizes of
 radio and television schedules.

You, too, can count on us for . . .

D/C MARKET DATA

D/C COVERAGE FACTS

D/C EXPERIENCED ADVICE

D/C DILIGENT EFFORTS

D/C ACCURATE AVAILABILITIES

call, wire, or write
 for full reliable
 information

DORA—

D C LAYTON
 Agency Incorporated
 Regional Representatives for
 Radio & TV Stations

502 Mortgage Guarantee Bldg.
 Alpine 7841 Atlanta, Ga.

popular music



note

See radio master directory for popular music hours for stations with less than 75 hours a week in this category

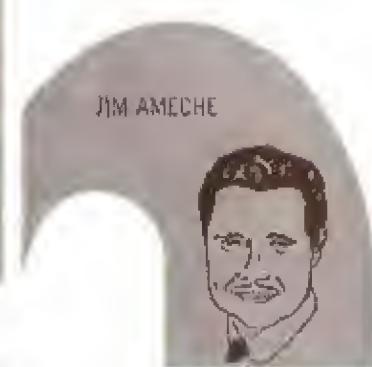
Popular music and news continue in high favor as a programming formula by just about all stations responding to the Buyers' Guide questionnaire. Heavy emphasis on this programming category is placed by 92% of the respondents this year as against 88% in 1954. An increasing number of stations are relying on this technique exclusively. The 250 stations listed here program 10 or more hours per day of popular music for a total of 75 hours per week minimum. That is 12% of the total respondents. In 1954 total number of stations reporting 75 or more hours per week of popular music was 131 or 8% of the respondents. While the trend is more pronounced in the larger metropolitan areas, it continues strong also in smaller communities. Music formats reported vary by geographical areas covered and by audience acceptance sought. For full list of station respondents reporting weekly hours of popular music programming, and transcription library services subscribers, please refer to master directory.



DICK HAYNES



PETER PUTTER



JIM AMACHE



ALEX COOPER



GENE NORMAN

5 big reasons

FOR INTENSE COVERAGE AND AUDIENCE ACCEPTANCE

KLAC

570 ON THE RADIO DIAL

First on the dial in Southern California
First in audience* in greater Los Angeles
First in choice of national advertisers

President and General Manager, M. W. Hall
General Sales Manager, Felix Adams
Represented nationally by Adam J. Young Jr., Inc.

* KLAC consistently tops all independents, Hooper, 1953 through 1954; December, 1954, Nielsen, ranks KLAC third among all stations including networks.

ALABAMA		CONNECTICUT	
MOBILE	WABB	98	BRIDGEPORT
ARIZONA		78	WICC
PHOENIX	KOMI	108	WNAB
	KOY	122	WICH
YUVA	KRIZ	90	
CALIFORNIA		115	DELAWARE
AVALON	KBIG	77	WILMINGTON
BAKERSFIELD	KBIS	135	WAMS
BURBANK	KBLA	96	
CORONA	KBU C	80	DISTRICT OF COLUMBIA
CRESCENT CITY	KCRE	117	WASHINGTON
FRESNO	KBIF	81	WOL
GLENDALE	KMAK	117	WWDC
LOS ANGELES	KUTE	84	
	KFWB	134	FLORIDA
	KGEJ	108	JACKSONVILLE
	KLAC	124	WMBR
OAKLAND	KMPC	106	MIAMI
	KLX	75	ORLANDO
	KROW	143	WWPB
OROVILLE	KMOR	75	WLOF
POMONA	KPMO	94	GEORGIA
REDDING	KSDA	92	ATLANTA
REDLANDS	KCAL	82	WBGE
RIVERSIDE	KPRO	120	MACON
SAN BERNARDINO	KCSB	91	WNEX
SAN DIEGO	KCBQ	80	ILLINOIS
	KSDO	113	CHICAGO
SAN FRANCISCO	KSFO	130	WIND
	KYA	98	WTAQ
SAN JOSE	KEEN	120	KEWANEE
	KSJO	112	MARION
SANTA ANA	KXRX	152	WGHH
SANTA CRUZ	KVOE	111	INDIANA
SANTA MARIA	KSCO	83	EVANSVILLE
STOCKTON	KSMIA	80	WIKY
	KSTV	132	GARY
COLORADO			IOWA
COLORADO SPRINGS	KWBY	34	CEDAR RAPIDS
DENVER	KMYR	98	DESMOINES
	KTLN	110	KPIG

The
big look



is to
KBIS

bakersfield
california

970

DOMINATING CALIFORNIA'S
SOUTHERN SAN JOAQUIN
VALLEY WITH POPULAR MUSIC
AND NEWS 24 HOURS A DAY!

representatives:
SAN FRANCISCO

DAREN McGAIREN

NEW YORK

CHICAGO ADAM YOUNG JR.
ST. LOUIS
LOS ANGELES

CONNECTICUT

12
76
90

DELAWARE

85

DISTRICT OF COLUMBIA

98
101

FLORIDA

79
117
112

GEORGIA

90
100

ILLINOIS

142
.86
75
75

INDIANA

75
90

IOWA

130
161
86
80
110
75

KANSAS

85
100
89
90
75
76

LOUISIANA

77
80
81
78
121
168
77

MAINE

80

MARYLAND

90
120
89
90

MASSACHUSETTS

75
75
103
105
82
120
75
83
90
70
100

MICHIGAN

80
133
86
158

Stockton's
Most
Listened to
Station

KSTN

31.1

27.5

14.6

8.3



NOVEMBER, 1954, HOOPER

7 a.m. - 7 p.m.

Music • News
Personalities

PAYS OFF IN SALES IN
NATION'S 91st MARKET

Represented by Hollingbery

MICHIGAN (cont.)		
DETROIT	WLDL	100
	WXYZ	85
JINT	WKF	150
GRAND RAPIDS	WJF	76
JACKSON	WIBM	107
KALAMAZOO	WKMI	120
LANSING	WILS	98
MARINE CITY	WDOG	85
MOUNT PLEASANT	WCEN	80
PONTIAC	WPON	110

MINNESOTA		
MINNEAPOLIS	WFOL	162
	WTCA	119

MISSISSIPPI		
BILOXI	WFLO	93

MISSOURI		
JOPLIN	KESB	75
KANSAS CITY	KUDL	81
	WIB	155
ST. LOUIS	WFK	85
	WIL	116

NEBRASKA		
LINCOLN	KLMS	106
OMAHA	KOIL	80
	KOWH	82

NEVADA		
RENO	WFRV	79

NEW HAMPSHIRE		
MANCHESTER	WFBR	75

NEW JERSEY		
CAMDEN	WCFM	81
NEWARK	WFAT	86
PLEASANTVILLE	WFOND	83
TRENTON	WFBD	89
WILDWOOD	WCMC	110

KDEF
Albuquerque
FIRST
IN
MUSIC AND NEWS
FIRST
IN
AUDIENCE
(Last Call)
Music All Day Long
News on The Hour
KDEF 1380KC
506 21st ST., N.W.
ALBUQUERQUE, N. MEX.
Ref. B-1, M.G.M.

NEW MEXICO		
ALBUQUERQUE	KDEF	77

NEW YORK		
AMSTERDAM	WCSS	112
BINGHAMTON	Wkop	80
BUFFALO	WBAY	92
CORTLAND	WEBR	87
FLMIRA	WEML	90
LITTLE FALLS	WFH	85
NEW ROCHELLE	WNRC	120
NEW YORK	WTWS	125
	WMCA	127
	WNEW	90
PATCHOGUE	WALK	114
ROCHESTER	WSAY	80
SCHENECTADY	WSNY	86
	WOLF	104

OHIO		
AKRON	WADC	83
CINCINNATI	WCPO	91
CLEVELAND	WDOK	100
	WERE	75
DAYTON	WGAR	102
EAST LIVERPOOL	WFONE	100
FOSTORIA	WFOM	77
LIMA	WMLA	89
STEUBENVILLE	WSTC	75

OKLAHOMA		
MIAMI	KGLC	75
MUSKOGEE	KMUS	116

OREGON		
CORVALLIS	KCOP	78
EUGENE	KRUL	96
LEBANON	KORE	75
MEDEFORD	KBOY	105
NEWPORT	WVPT	83
OREGON CITY	KGOM	147
PORTLAND	KEV	75
	KLIQ	77
PORTLAND	KPDX	77
	WFJJ	83
SALEM	KOCO	84

PENNSYLVANIA		
ALLENTOWN	WAEB	90
CONNELLSVILLE	WCAT	86
ERIE	WLEU	80
PHILADELPHIA	WYIW	83
	WZAT	120
	WIBG	85
	WIP	110
	WPEA	109
PITTSBURGH	WCIE	100
	WFAS	81
	WJF	125
POTTSVILLE	WPPA	83
SCRANTON	WFIRM	100

SOUTH CAROLINA		
CHARLESTON	WTMA	115
	WUSA	100

TENNESSEE		
KNOXVILLE	WKGK	86
MEMPHIS	WDIA	80
	WBBQ	75
	WJHM	109

TEXAS		
AMARILLO	KFDA	91
BELMONT	KRIC	80
DALLAS	KGKO	125
	KLIF	131
EL PASO	KELP	131
	KROD	96

FORT WORTH		
GALVESTON	KLUF	116
HOUSTON	KLBS	85
	KAYZ	112
	XEAS	100

LAREDO		
LONGVIEW	KLTI	80
MARSHALL	KMHT	83
ORANGE	KOGT	88
PASADENA	KLUL	100

SAN ANTONIO		
SINTON	KCOR	85
WACO	KITE	91
	KONO	89
	KANN	80

UTAH		
MURRAY	KMUR	89
OGDEN	KLOG	96
PROVO	KIXX	82
SALT LAKE CITY	KVAK	145
	KUTA	98

VERMONT		
BURLINGTON	WDOT	75

VIRGINIA		
ARLINGTON	WEAM	100
NEWPORT NEWS	WGH	92
NORFOLK	WNOR	168
ROANOKE	WROV	90

WASHINGTON		
BREMERTON	KBRO	100
KELSO	KLOG	103
REEDTON	KLAN	96
SEATTLE	KAYO	134
	KING	101
	KOL</td	

religious & gospel



symbols

* Negro spirituals included

The most significant increase over last year occurred in this category with 83% of Buyers' Guide respondents represented here against 54% in 1954.

And stations scheduling ten hours or more in this category rose from 100 (6%) in 1954 to 373 (17%) in 1955. 40% of these stations are also in the Negro directory while 15% are also on the farm list with 26% appearing on the folk music list as well.



The **LEADING RELIGIOUS STATION** IN THE Los Angeles AREA

Your message should be heard in this growing area. Join the following nationally known programs in reaching your religious audience.

- Old Fashioned Revival Hour
- Dr. Gordon Palmer
- International Lutheran Hour
- Temple Time
- Southern California Lutheran Hour
- Healing Waters

Call or write for
Program Availabilities

KGER

The Station of the American Home
5000 WATTS

Los Angeles • 541 South Spring St.
MAdison 5-2551
Long Beach • 3745 Atlantic Blvd.
Long Beach 407-907

Owned by John Brown Schools of California, Inc.
JOHN E. BROWN, SR., President

Represented Nationally by Gill-Perna, Inc.

ALABAMA

ALBERTVILLE	WAVU	10
ALEXANDER CITY	WRFS	10
ANNISTON	WHMA	10
AUBURN	WAUD	10
BESSEMER	WBKO	49
BIRMINGHAM	WEGR	24*
	WLBS	21
	WVOK	12
DOTHAN	WOOF	14
EUFALA	WULA	12
FORT PAYNE	WFPA	21
	WZOB	25
GADSEN	WEZO	34
GENEVA	WGEA	18
GUNTHERSVILLE	WGSV	10
HALEYVILLE	WJBB	26
HAMILTON	WERIF	12
MOBILE	WMOZ	25*
MONTGOMERY	WRMA	30*
PHENIX CITY	WPNX	20*
RUSSELVILLE	WWWR	16
TUSCALOOSA	WNPT	15

ARKANSAS

BATESVILLE	KBTA	12
FORT SMITH	KWHV	12
HARRISON	KHOZ	10
LITTLE ROCK	KARK	12
	KXLR	10

NEW PORT	KNBY	10
PARAGOULD	KDRS	11
SILOAM SPRINGS	KUOA	18
SPRINGDALE	KBRS	15

CALIFORNIA

BERKELEY	KRE	32
BISHOP	KIBS	10
BURBANK	KVLA	27
CHICO	KXOC	12
CORONA	KBUC	10
LONG BEACH	KFOX	21*
	KGER	80
LOS ANGELES	KFID	16
	KPOL	18
	KRKD	12
NAPA	KVON	12
OAKLAND	KROW	15
	KWBR	24
PASADENA	KALI	19
	KWKW	12
	KXLA	14
PATALUMA	KAEP	10
PITTSBURG	KECC	20
SAN BERNARDINO	KITO	10
SAN FRANCISCO	KGO	15
SAN RAFAEL	KTIM	10
TULARE	KCOK	14
TURLOCK	KTUR	42
VENTURA	KVEN	10
WASCO	KWSO	15

COLORADO			SALEM	WSLM	10	WADENA	KWAD	12	
DENVER		KLIR	32	SEYMOUR	WJCD	12	WILLMAR	KWLM	12
GREELEY		KFKA	12	WARSAW	WKAM	13	WORTHINGTON	KWOA	13
DISTRICT OF COLUMBIA									
WASHINGTON		WMAL	10						
See also & Bethesda, Md.									
FLORIDA									
BRADENTON		WTWL	10						
CRESTVIEW		WCNU	10						
JACKSONVILLE		WQBS	17						
MIAMI		WRHC	19						
MIAMI		WFEC	28*						
MIAMI BEACH		WMBM	22*						
MILTON		WEBY	27*						
ORLANDO		WORZ	14						
PALATKA		WWPF	10						
PANAMA CITY		WPCF	10						
WINTER HAVEN		WSIR	10						
GEORGIA									
ALBANY		WJAZ	11						
ATHENS		WGAV	10						
ATLANTA		WRFC	10						
AUGUSTA		WAOK	50*						
BAINBRIDGE		WBGE	12*						
CORNELLA		WAUG	23*						
DECATUR		WMGR	15						
DUBLIN		WCON	25						
EAST POINT		WEAS	15*						
FITZGERALD		WGLS	12						
GAINESVILLE		WMLT	12						
GRiffin		WTJH	18						
JESUP		WBGR	15						
LA GRANGE		WTRP	10						
MACON		WNEA	10						
MOULTRIE		WMGA	10						
ROME		WLAQ	17						
SAVANNAH		WRCA	17						
THOMASVILLE		WCCP	20						
TUGCOA		WJV	10						
WAYCROSS		WGTA	11						
WEST POINT		WKTG	22						
		WPAX	11						
ILLINOIS									
CHICAGO		WGES	11*						
CLINTON		WHOW	15						
DU QUOIN		WDQW	10						
EAST ST. LOUIS		WTMV	10*						
EFFINGHAM		WCRA	10						
HARRISBURG		WEBQ	10						
KEWEESEE		WKEI	22						
PEORIA		WPEO	12						
ROCKFORD		WROK	10						
INDIANA									
BEDFORD		WBIW	13						
FORT WAYNE		WGL	14						
PERU		WARU	20						
IOWA									
DES MOINES		WDFM	30						
SHENANDOAH		KMA	11						
WATERLOO		KXEL	11						
KANSAS									
COFFEYVILLE		KGGF	12						
KENTUCKY									
CAMPBELLSVILLE		WTCO	30						
ELIZABHTOWN		WTIEL	10						
LOUISVILLE		WLOU	14*						
MAYFIELD		WNGO	11						
MIDDLESBORO		WMIK	17						
NEWPORT		WNOP	11						
VANCELET		WMTC	18						
WINCHESTER		WWKY	10						
LOUISIANA									
ALEXANDRIA		KALB	10						
DE RIDDER		KDLA	16						
MANSFIELD		KDBC	10						
MINDEN		KAPK	15						
MONROE		KMLB	10						
NEW ORLEANS		WBOK	35*						
OPELOUSAS		KSLO	31*						
SHREVEPORT		KANV	15						
MAINE									
BANGOR		WABI	18						
PRESQUE ISLE		WAGM	11						
MARYLAND									
ANNAPOLIS		WANN	32*						
BALTIMORE		WBMD	14						
BETHESDA		WUST	35*						
FREDERICK		WFMD	11						
MASSACHUSETTS									
GREENFIELD		WHAI	10						
NORTH ADAMS		WNAW	19						
W. YARMOUTH		WOQB	10						
MICHIGAN									
COLD WATER		WVTB	10						
DETROIT		CKLW	15						
GAYLORD		WTAC	17						
GRAND RAPIDS		WFUR	11						
HOLLAND		WLAV	32						
IONIA		WHTC	10						
MUSKEGON		WMUS	43						
OWOSO		WOAP	11						
PONTIAC		WPON	11						
ROGERS CITY		WHAK	12						
MINNESOTA									
ALEXANDRIA		KXRA	12						
CROOKSTON		KROX	15						
MINNEAPOLIS		KEYD	17						
THIEF RIVER FALLS		KTRF	16						
MISSISSIPPI									
CENTERVILLE		WGLC	11						
COLUMBUS		WACR	14						
HATTIESBURG		WBKII	24						
HAZLEHURST		WMDC	10						
LAUREL		WFLAU	11						
MERIDIAN		WMOX	16						
PICAYUNE		WRJW	12						
MISSOURI									
FLAT RIVER		KFMO	10						
HANNIBAL		KHMO	10						
KANSAS CITY		KPRS	16*						
KENNETT		KBOA	16						
KIRKSVILLE		KIRX	10						
MALDEN		KTCB	10						
NEOSHIO		KBTN	10						
POPLAR BLUFF		KWOC	10						
ROLLA		KTTR	15						
ST. LOUIS		KSTL	17						
SPRINGFIELD		KWTO	12						
UNION		KLPW	12						
WEST PLAINS		KWPM	10						
MONTANA									
ANACONDA		KANA	10						
BOZEMAN		KBMN	10						
GREAT FALLS		KMON	14						
KLISPELL		KGEZ	11						
SIDNEY		KGCX	10						

CHARLOTTE	WWOK	20*
DURHAM	WDNC	17
FAYETTEVILLE	WFELB	10*
	WFNC	12*
GOLDSBORO	WFMC	10
GREENSBORO	WCOG	10
HENDERSONVILLE	WHKP	10
HIGH POINT	WMFR	10
KINGS MOUNTAIN	WKMT	10
LAURINBURG	WEWO	13
MOUNT AIRY	WPAQ	22
	WSYD	10
RALEIGH	WMSN	25
REIDSVILLE	WREV	10*
ROCKY MOUNT	WCFC	12
THOMASVILLE	WTNC	10
WILMINGTOM	WMFD	10
WINSTON-SALEM	WAAA	25*

NORTH DAKOTA

DICKINSON	KDIX	11
FARGO	KFCG	15
HETTINGER	KNDC	14
MINOT	KLPM	15
VALLEY CITY	KOVC	10

OHIO

AKRON	WADC	12
	WHKK	14
CHILLICOTHE	WBEX	12
CINCINNATI	WCIN	32*
	WFLW	14
CLEVELAND	WJMO	14*
COLUMBUS	WCOL	14
EAST LIVERPOOL	WOHI	15
GALLIPOLIS	WJEH	12
IRONTON	WIRO	24
JACKSON	WLMJ	10
MARIETTA	WMOA	12
WARREN	WHHH	14*
WASHINGTON C. H.	WCCHO	11
WORTHINGTON	WRFD	10

OKLAHOMA

ARDMORE	KVSO	10
CHICKASHA	KWCO	10
MIAMI	KGLC	12
OKLAHOMA CITY	KBYE	48
OKMULGEE	KIIBG	18*
PAULS VALLEY	KVLIH	10
PRYOR	KOLS	12
TULSA	KOME	23
	KTUL	10
	KVOO	13

OREGON

ASHLAND	KWIN	10
PORTLAND	KEX	10
SALEM	KSLM	20

PENNSYLVANIA

CHESTER	WVCH	18
DUBOIS	WCED	12
HANOVER	WHVR	13
LANCASTER	WFLAN	19
LEBANON	WLBR	11
PHILADELPHIA	WDAS	14*
	WIBG	23

PITTSBURGH	WILY	18
PUNXSUTAWNEY	WPIT	35
RED LION	WPME	12
WILKES-BARRE	WGCB	15
	WBAX	10
	WILK	11
WILLIAMSPORT	WLYC	15

SOUTH CAROLINA

CHARLESTON	WHAN	11
	WPAL	25*
	WUSN	20*
CHERAW	WCRE	30
FLORENCE	WJMX	12*
	WOLS	10*
GREENVILLE	WMUU	33
GREENWOOD	WGSA	14*
GREER	WEAB	10
MULLINS	WJAY	10
SPARTANBURG	WJAN	13
SUMTER	WSSC	12*

SOUTH DAKOTA

SIOUX FALLS	KSOO	15
WATERTOWN	KWAT	12

TENNESSEE

BRISTOL	WOPI	12
CHATTANOOGA	WAPO	10
	WDXB	25*
	WMFS	42*
CLEVELAND	WBAC	20
ELIZABETHTOWN	WBEJ	20
JACKSON	WTJS	20
JOHNSON CITY	WETB	10
KINGSPORT	WFKN	12
KNOXVILLE	WIVK	21
MEMPHIS	WCBR	50*
	WDIA	54*
	WMPS	13
NASHVILLE	WNAH	22
	WSM	10
NEWPORT	WLIK	17

TEXAS

AMARILLO	KLYN	10
BAYTOWN	KRCT	40
	KREL	21*
BROWNWOOD	KBWD	12
COLLEGE STATION	WTAW	10
CORPUS CHRISTI	KWBU	13
DALLAS	WFAA	11
	WRR	13
DENISON	KDSX	16
EL PASO	XELO	11
FORT WORTH	KNOK	16*
GLADEWATER	KSIJ	11
GREENVILLE	KGVL	12
HOUSTON	KCOH	50*
	KLBS	27
LUBBOCK	KDAV	10
PALESTINE	KNET	17
PAMPA	KPDN	12
SAN ANTONIO	KMAC	20*
TERRELL	KTER	10
TEXARKANA	KTFS	16
TYLER	KGKB	10

VIRGINIA

ARLINGTON	WEAM	10
BRISTOL	WFHG	18
NORFOLK	WCMS	10
	WLOW	18*
NORTON	WRAP	41*
RICHMOND	WNVA	10
	WRVA	10
	WXGI	14
ROANOKE	WSLS	14
STAUNTON	WAFC	15
WYTHEVILLE	WYVE	12

WASHINGTON

BELLINGHAM	KPUG	11
	KVOS	12
CENTRALIA	KELA	10
EVERETT	KRKO	10
KIRKLAND	KNBX	27
PUYALLUP	KAYE	25
	KPUY	10
SEATTLE	KTW	18
SPOKANE	KGA	19
VANCOUVER	KVAN	10
WENATCHEE	KPQ	12
YAKIMA	KYAK	11

WEST VIRGINIA

BECKLEY	WJLS	10
CHARLESTON	WKNA	15
	WTIP	15
LOGAN	WWOW	17
MARTINSBURG	WEPM	10
MATEWAN	WHJC	12
MORGANTOWN	WAJR	15
OAK HILL	WOAY	20
WHEELING	WWVA	11

NEENAH	WNAM	10
--------	------	----

CANADA

EDMONTON, ALTA.	CFRN	10
DAWSON CREEK, B. C.	CJDC	10
NELSON, B. C.	CKLN	12
PRINCE GEORGE, B. C.	CKPG	10
SYDNEY, N. S.	CJCB	10
BRANTFORD, ONT.	CKPC	10
KITCHENER, ONT.	CKCR	10
NIAGARA FALLS, ONT.	CHVC	10
ORILLIA, ONT.	CFOR	12
OSHAWA, ONT.	CKLB	11
SUMMERSIDE, P. E. I.	CJRW	11
PRINCE ALBERT, SASK.	CKBI	10
YORKTON, SASK.	CJGX	10

RADIO AT ITS FINEST**WGAR** **WRFD**

CLEVELAND, OHIO WORLINGTON, OHIO

WTTM **WMMN**

TRENTON, N. J. FAIRMONT, W. VA.

Peoples Broadcasting Corp.

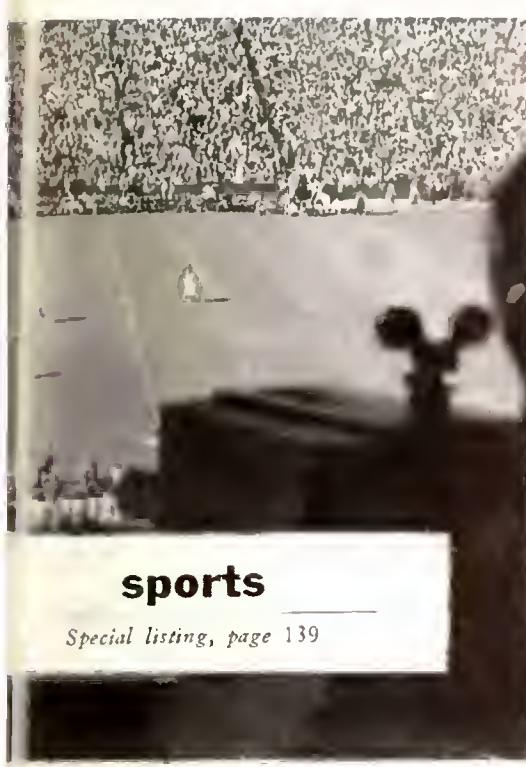


TELEVISION MASTERY

THE TELEVISION MASTER DIRECTORY TELLS YOU AT A GLANCE

how much time each station allocates to the three major categories of programming—local live, film and network offerings. This line-by-line

listing provides a general picture of each station's programming pattern. Reading across the page you'll find (1) basic data such as call letters, channel, power, network, national representative, on-the-air date (2) daily network and local hours on the air (3) number of hours devoted to types of shows like variety, children's, homemaking and farm programming (4) number of daily newscasts and sportscasts (5) times of day feature films are scheduled and average number of hours per week syndicated films are shown. Detailed analyses of all of these special programming categories appear in separate directories (see facing page for data).



sports

Special listing, page 139



homemaking

Special listing, page 135



news

See master list

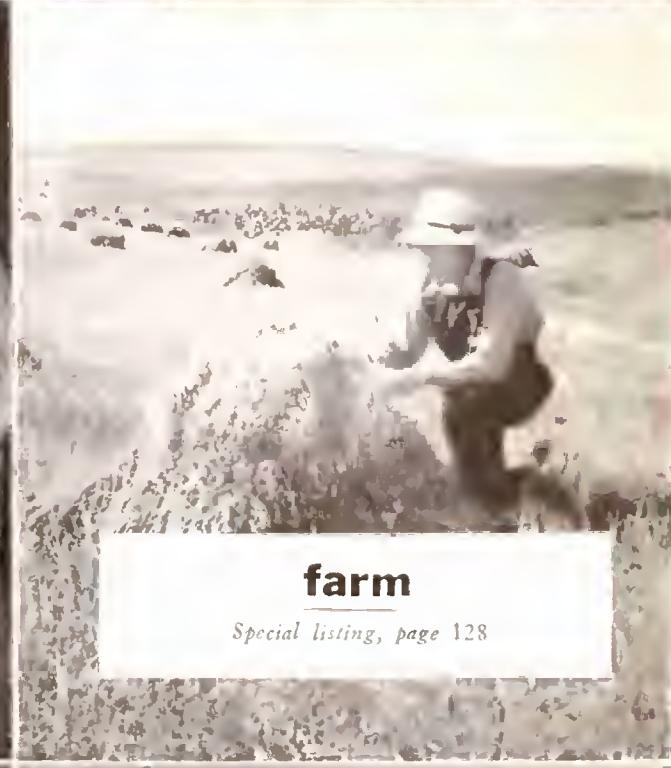
RECTORY GES 113-126

aily or weekly hours of
principal program types
own here in line-by-line
ting of each of 381 stations.



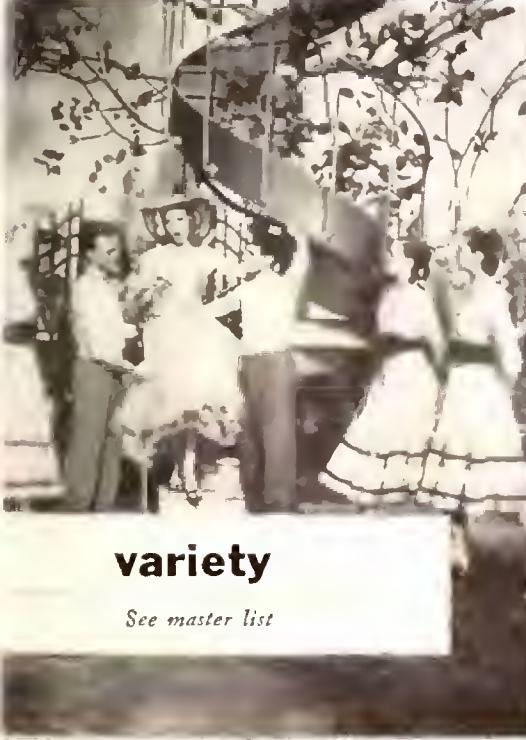
feature film

Special listing, page 132



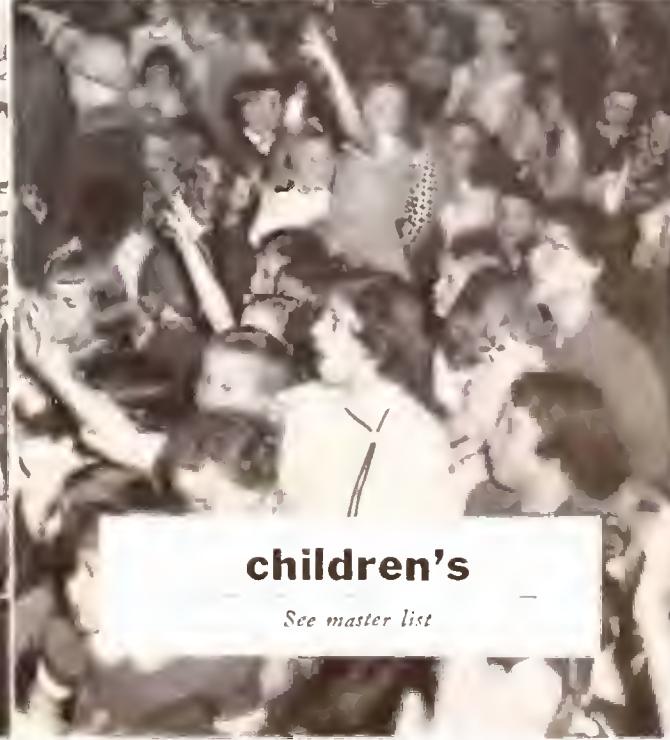
farm

Special listing, page 128



variety

See master list



children's

See master list



syndicated film

See master list

Join the big-time advertisers who sponsor these shows!

Brewers, oil companies, railroads, banks, food stores, auto dealers, dairies, *all* kinds of manufacturers and retailers are now selling with these sponsor- and audience-proven shows.

ABC FILM SYNDICATION, INC.

7 West 66th St., New York 23, N. Y.

CHICAGO
ATLANTA
HOLLYWOOD
DALLAS



PASSPORT TO DANGER

CESAR ROMERO stars as a globe-trotting diplomatic courier lured by the excitement of international intrigue.

Produced by Hal Roach, Jr.



COMING SOON!

- ✓ DOUGLAS FAIRBANKS PRESENTS
- ✓ SHEENA, QUEEN OF THE JUNGLE
- ✓ LIFE CAN BE BEAUTIFUL

U.S. AND CANADIAN TELEVISION PROGRAMMING AT A GLANCE

(based on questionnaires from 381 stations; 86% of U. S. stations and 60% of Canadian stations on the air as of April 1, 1955)

Programming	No. of Stations Responding	% Total Respondents	Programming	No. of Stations Responding	% Total Respondents
Stations offering daily local newscasts	364	96%	Stations offering syndicated films	312	82%
Stations offering local newsreel coverage	191	50%	Stations offering daily feature films	361	95%
Stations offering daily sportscasts	319	85%	Stations scheduling late evening films	318	83%
Stations offering play-by-play-sports coverage	130	34%	Stations programming (at least partly) for a specialized audience	35	9%
Stations offering local homemaking programs	319	96%	Stations affiliated with national networks	424*	94%*
Stations offering local children's programs	351	92%	Stations affiliated with national sales representatives	446*	99%*
Stations offering variety shows	265	70%	Stations with vhf channel allocations	326*	72%*
Stations featuring hillbilly-western variety	134	36%	Stations with uhf channel allocations	125*	28%*
Stations offering farm service programming	207	56%			

*Based on total of 451 stations on air as of April 1, 1955

SPONSOR
is
preferred
reading
and
using
by
tv buyers.

★ ★ ★ ★ ★

Jake Evans will tell you why.

THE SPOTLIGHT'S ON
WEHT 
IN THE
EVANSVILLE MARKET

FIRST—
Anyway you
figure it!

CBS-TV
Unduplicated
coverage really pays
off in the Evansville,
Indiana Tri-State—per February
ARB—And with a realistic cost per
thousand, you can't go wrong!—In-
terconnected with network color
REPRESENTED

Nationally by
MEEKER TV, Inc.

Regionally by
ADAM YOUNG
St. Louis, Mo.

WEHT Channel 50

television symbols

stations share time

† full licensed power;
symbol indicates that
station is not yet using
it fully

‡ indicates that station
has a kitchen set

* indicates that station
covers local sports events

§ indicates that station
has local film newsreel

X-category claimed, but
figure unspecified

category unclaimed

M, A, E, L-morning,
afternoon, evening, late
evening feature films

ABC or A-American
Broadcasting Co.

CBS or C-Columbia
Broadcasting System

DuM or D-DuMont
Television Network

NBC or N-National
Broadcasting Co.

M Another way of looking at the... Land of Milk and Honey

1	22	78	122	56	4	1
1	20	86	230	2		
	55					
1	30	181	51	129	8	
1	1	216	216			
	163		220			
3		247		124		
1	216	199	511	1722	1994	184
16	32	17	55	132	605	332
	24			20	35	10 ²
						1
						4



HAYDEN & EVANS, Com. Mgr. —
R&P NEED TELEVISION

ALABAMA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Montgomery	WABT	13	316kw	N,A,D	Blair	May '49	13	4	2	14	10 ^c	6	6\$	1	A,L	
	WBRC-TV	6	100kw	CBS	Katz	Jul '49	13	4	3*	7	3 ^c	5	4	2*	A,L	
	WMSL-TV	23	16kw	C,N	Walker	Jul '54	3	6	2*	2	1 ^c	1/2	7	3	1	A,L
	WTWY	9	28kw		Clarke-Brown	Mar '55					Questionnaires not returned					
	WALA-TV	10	316kw	A,C,N	Headley-Reed	Jan '53	7	5		6	5 ^c	1/4	8	3	2	A
	WCOV-TV	20	200kw	C,A,D	Raymer	Apr '53	3	8	1*	3	2 ^c		5	2\$	1	E
	WSFA-TV	12	316kw	NBC	Headley-Reed	Dec '54					Questionnaires not returned					

ARIZONA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Phoenix	KVAR	(See PHOENIX)														
	KOOL-TV	10	316kw†	CBS	Hollingbery	Oct '53	x	12	1	6	3 ^c	5	4	1	1*	A,L
	KPHO-TV	5	18kw	C,D	Katz	Dec '49	9	6		3	5 ^c	2	8	2\$	1*	L
	KTVK	3	100kw	ABC	Weed	Mar '55	2	7	1	6	3 ^c	1/2	10	2	2	E,L
	KVAR	12	33kw	N,D	Raymer	May '53	8	4			1/2	6	1			A,L
	KOPO-TV	13	313kw†	C,D	Hollingbery	Feb '53	6	6	2*	7	11 ^c	14	2\$	1*	A,L	
	KVOA-TV	4	5.37kw	A,N	Raymer	Sep '53	4	7	6*	5	8	4	1\$	1*	A,L	
	KIVA	11	29kw	NBC	W. S. Grant	Oct '53	x	x		3	3 ^c	2	x	2	1*	L

ARKANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Texarkana	KFSA-TV	22	265kw†	All	Pearson	Jul '53	5	6	3*	9	4 ^c	1/4	8	2\$	1	A,L
	KARK-TV	4	100kw†	N,D	Petry	Apr '54	8	7	5	9	8 ^c	3	12	3\$	1	A,L
	KATV	7	316kw†	C,A	Avery-Knodel	Dec '53	8	5	11*	10	2 ^c	3	12	3\$	1*	L
	KCMC-TV	(See TEXARKANA, TEXAS)														

CALIFORNIA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Redfield	KBAK-TV	29	19kw	A,D	Weed	Aug '53	x	x		3	c		3	1	A,E,L	
	KERO-TV	10	125kw†	N,C	Avery-Knodel	Sep '53	6	6		5	13 ^c	1/2	9	2		A,L
	KHSL-TV	12	63kw	C,N	Avery-Knodel	Aug '53	x	x		1	3 ^c	2	x	x	2	L
	KIEM-TV	3	15kw	All	Hoag-Blair	Oct '53	x	x	3	5	3 ^c	1/4	2			E,L
	KJEO	47	110kw	A,C,D	Branham	Oct '53	5	10	2*	10	5 ^c	2	9	4	1*	M,A,E,L
	KMJ-TV	24	417kw	N,C	Raymer	Jun '53	8	6	1/2*	8	4 ^c	2	17	2\$		A
	KABC-TV	7	118kw	ABC	Petry	Sep '49	x	x	2*		1 ^c	1/2	x	4	1*	A,L
	KCOP	13	162kw†		Weed	Sep '48		10		1/2	3 ^c		8	3	x*	A,E,L
	KHJ-TV	9	162kw	DuM	II-R	Aug '48	x	x	5	5	3 ^c	1	6	4\$	1*	A,E,L
	KXNT	2	47kw	CBS	CBS, TV Spot	May '43	x	x		x	1 ^c	1	6	2\$	1	M,A,L
	KRCA-TV	4	47kw	NBC	NBC TV Spot	Jan '49	12	7	1	5	3 ^c	1	4	4\$	2	A,L
	KTLA	5	50kw		Raymer	Jan '47		8	6*		1/2 ^c		7	2	x*	M
	KTTV	11	165kw		Blair	Jan '49		16	7*	21	1 ^c	49	3\$	x*	A,L	
	KMBY-TV#	8	12kw	All	Hollingbery					Questionnaires not returned						
	KBET-TV	10	316kw		II-R	Mar '55		12	3*	1	5 ^c	2	3	4\$	1	A,L
	KCCC-TV	40	200kw	All	Weed	Sep '53	x	x		3	x ^c	x	x	1	1	L
	KSBW-TV#	8	12kw	All	Hollingbery	Sep '53	x	x	1	3	3 ^c		9	1\$		E,L
	KFMB-TV	8	316kw	C,A	Petry	May '49	11	1	2	3	2 ^c	3 ^c	5	5\$		A,L
	KFSD-TV	10	316kw†	NBC	Katz	Sep '53	12	5		3	3 ^c		5	6	x*	M,A,L
	XETV	6	38kw		Weed	Feb '53		9	1/2	10			13	1	x*	M,A,L
	KGO-TV	7	316kw†	ABC	Petry	May '49	x	x	5	11	10 ^c		15	4	1*	L
	KPIX	5	100kw	CBS	Katz	Dec '48	11	5	12	8	3 ^c	1/2	9	1\$	x*	M,A
	KRON-TV	4	100kw	NBC	Free & Peters	Nov '49	10	8		9	7 ^c		9	2		M,A,E,L
	KSAN-TV	32	81kw†		Stars Natl	Apr '54		9		1		1 ^c		1\$	1*	L
	KVEC-TV	6	16kw	A,C,D	W. S. Grant	May '53	1	11	1/2	6	8 ^c	1/2	15	1	5	A,E,L
	KEY-T	3	50kw	All	Hollingbery	Jul '53	x	x		10	3 ^c		7	3\$		A,L
	KOVR	13	114kw	DuM	Blair	Sep '54	1/2	7	3*				10	2\$	2*	A,E,L
	KTVU	36	525kw	NBC	Hollingbery	Dec '53	1/2	9	x	8	5 ^c		8			A,E
	KVVG	27	500kw		Forjoe	Nov '53		9	2	3	5 ^c	2	3	1	x	E,L

COLORADO

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS D		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports info	F
COLORADO SP'NGS	KKTV	11	316kw†	C,A,D	Hollingbery	Dec '52	3	6	1	7	6 ^c	1 ⁴	7	2	x*	L
	KRDO-TV	13	12kw	NBC	McGillyra	Oct '53	x	x	x	7	3 ^c	x	x	1	1	L
DENVER	KBTW	9	282kw	ABC	Free & Peters	Oct '52	3	8		14	3 ^c		9	1\$	A,P	
	KFEL-TV	8	100kw	DuM	Blair	Jul '52	3 ¹	6	6				11	x		F
GRAND JUNCTION	KLZ-TV	7	316kw	CBS	Katz	Nov '53	x	x	8	3 ^c	2	1	3\$	1		
	KOAT-TV	4	100kw	NBC	Petry	Dec '53										
PUEBLO	KFXJ-TV	5	316kw	N.C	Holman	May '54	1/2	4	2	3	2 ^c	1 ⁴	6	1	1	L
	KCSJ-TV	5	11kw	NBC	Avery-Knodel	Jul '53	6	8	13*	10	5 ^c	3	6	3\$	1*	A,E

CONNECTICUT

DELAWARE

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS		LOCAL WEEKLY HOURS				NO. SHOWS DAIL			
						On air date	Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports info
WILMINGTON	WDEL-TV	12	316kw	DN	Meeker	Jun 19			<i>Questionnaires not returned</i>						

DISTRICT OF COLUMBIA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn Film	News	Sports Info	Fer
WASHINGTON	WMAL-TV	7	22kw	ABC	Katz	Oct '47				<i>Questionnaires not returned</i>						
	WRC-TV	4	100kw	NBC	NBC TV Spot	Jul '47	13	5	4	12	8 ^r	1/2	5	4	2	A.E.
	WTOP-TV	9	316kw	CBS	CBS TV Spot	Jan '49	12	6		20	4 ^r	1/4	7	5 ^s	1	A.L.
	WTG	5	18kw	DuM	Blair	Jan '47	x	x	1	7	2 ^r		10	3 ^s	2	A.E.

FLORIDA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS		LDCAL WEEKLY HOURS					ND. SHDWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Fea- tur- e
FT. LAUDERDALE	WGBS-TV	23	20kw	NBC	Katz	May '53	x	x		3 ^c				3	1	AL
	WITA	17	430kw†	A.D	Bolling; Ayres	Nov '53	x	x		2	4 ^c	x		2\$	1	L
FT. MYERS	WINK-TV	11	12kw	A.C	Weed	Mar '54			Questionnaires not returned							
	WJHP-TV	36	276kw	A.N.D	Perry	Dec '53			Questionnaires not returned							
JACKSONVILLE	WAIB-TV	1	100kw	C.A.D	CBS-TV Spot	Oct '49	12	5	2	1 ^c ₂	3 ^c	1 ₂	8	4\$	1*	AL
	WGBS-TV	(See FT. LAUDERDALE)														
MIAMI	WITA	(See FT. LAUDERDALE)														
	WTVJ	4	100kw	All	Free & Peters	Mar '49	x	x	x	x ^c			8	1	1*	
ORLANDO	WDBO-TV	6	100kw	All	Blair	Jul '54	x	x	4	3	6 ^c		10	5	2	L
PANAMA CITY	WJDM-TV	7	11kw	N.A.D	Hollingbery	Dec '53			Questionnaires not returned							
PENSACOLA	WEAR-TV	3	55kw	A.C.D	Hollingbery	Jan '54	2	9		8	5 ^c	1 ₂	10	3\$	1*	AL
	WPEA-TV	15	21kw	C.D	Young	Oct '53			Questionnaires not returned							
ST. PETERSBURG	WSUN-TV	38	257kw	A.D,C	Weed	May '53	6	9	6*	11	10 ^c		12	2\$	2	M.A.I
TAMPA	WFIA-TV	8	316kw	NBC	Blair	Jan '55			Questionnaires not returned							
WEST PALM BEACH	WFAT-TV	12	112kw	ABC	Walker; D.C	Jan '55	3	2	2*	6			3		1	L
	WIRK-TV	21	20kw	A.D	Weed	Sep '53	x	x	x	x	x ^c		1			L
	WJNO-TV	5	100kw	All	V.R&McG	Aug '54			Questionnaires not returned							

SYMBOLS: { // stations share time
 | ' has kitchen set

licensed power (given) not used
M,A,E,L—morn, aft, eve, late

§ local film newsreel
• local sports covered

category unclear
x figure unspecified

GEORGIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
								Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
A	WALB-TV	10	112kw	N,A,D	Burn-S; Ayers	Apr '54	3	8	7*	3	10†	8	3	1	A,E,L		
	WAGA-TV	5	56kw	CBS	Katz	Mar '49	11	5	4*	1	1†	4	5\$	1	M,A		
	WLW-A	11	316kw	ABC	Crosley Sls	Sep '51	x	x	4	9	1/1†	1/2	5	3\$	M,A,E,L		
	WQXI-TV	36	216kw†		Hollingbery	Dec '54		9	9*	1/2	2†		3\$	1*	EL		
A	WSB-TV	2	100kw	NBC	Petry	Sep '48											
	WJBF	6	100kw	N,A,D	Hollingbery	Nov '53	8	4	3*	3	3†	1	6	1	A,L		
	WRDW-TV	12	102kw	CBS	Headley-Reed	Feb '54	6	7	3*	9	1/2†	3	3	1	A,L		
IUS	WDAK-TV	28	204kw	N,A,D	Headley-Reed	Oct '53	6	6	6*	4	3†	2	16	3\$	2	A,L	
	WRBL-TV	1	28kw	CBS	Hollingbery	Nov '53	x	x	6*	8	2	6	2\$	1	A,E,L		
	WMAZ-TV	13	250kw	C,A,D	Avery-Knodel	Sep '53											
	WNEX-TV	47	170kw†	NBC	Branham	Aug '53											
	WRDM-TV	9	31kw		Weed	Jun '53											
IAH	WTOC-TV	11	209kw†	All	Avery-Knodel	Feb '54											

IDAHO

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
								Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
	KBOI	2	14kw	C,D	Free & Peters	Nov '53	3	7	3*	7	5†	1	9	3\$	x*	E,L	
FALLS	K1DO-TV	7	53kw	N,A	Hoag-Blair	Jul '53	2	7	6	8	5†	1/2	11	3		A,L	
ALLS	KID-TV	3	100kw	All	Gill-Perna	Dec '53		6	2	8	x†	20	2		E,L		
	KLIX-TV	11	32kw	C,A	Hollingbery	May '55	x	x	1*	9	6†	1/2		x	1	A,L	

ILLINOIS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
								Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
ILLE	WTVI	54	245kw	D,A,C	Radio-Tv Reps	Aug '53	x	x					2	2*	L		
INGTON	WBLN-TV	15	16kw		McGillvra	Dec '53											
AGN	WCIA	3	100kw	C,N,D	Hollingbery	Nov '53	9	8	1/2	14	3†	2	7	6\$	2*	M,L	
SO	WBBM-TV	2	100kw	CBS	CBS TV Spot	Sep '46	x	x	x	3	2†	1/2	4\$	3	A,L		
	WBKB	7	316kw	ABC	Blair	Oct '43	5	14	14*	28	9†	12	5	1	M,A,L		
	WGN-TV	9	316kw	DuM	Hollingbery	Apr '48	2	13	1	19	4†	8	7\$	1*	A,E,L		
LE	WNBQ	5	100kw	NBC	NBC TV Spot	Oct '48	10	8	3	8	7†	2	5	10	2*	L	
JR	WDAN-TV	24	19kw	ABC	Everett-McK	Dec '53	x	x		2	x†	3	2	x	L		
BURG	WTVP	17	213kw	A,D	Bolling	Aug '53	3	6	2	7	3†	2	9	2\$	2	A,L	
E	WSIL-TV	22	14kw	ABC	Walker	Dec '54	2	6	2*	4	3†	1	11	2	x*	L	
	WHBF-TV	(See ROCK ISLAND)															
	WOC-TV	(See DAVENPORT, IOWA)															
	WEEK-TV	43	175kw	N,D	Headley-Reed	Feb '53	x	x	x	x	x†	x	x	2	2	A,L	
	WTVI-TV	19	214kw	C,A,D	Petry	Oct '53	x	x	x	x	x†	x	x	2	2*	E	
	KIQA-TV	(See HANNIBAL, MO.)															
ORD	WGEM-TV	10	50kw	N,A	Avery-Knodel	Sep '53	5	5		5	2†	2	7	2\$	1	L	
	WREX-TV	13	202kw†	C,A	H-R	Oct '53	5	7	1	7	3†	3	6	4	2	M,A,L	
	WTVO	39	20kw	N,D	Weed	May '53	x	x	x	3	x†	x	x	2	2	L	
SLAND	W11BF-TV	4	100kw	A,C,D	Avery-Knodel	Jul '50	12	4	2	5	3†	2	3	4\$	1	A	
FIELD	WICS	20	18kw	N,A,D	Young	Sep '53	x	x	2*	5	3†	x	7	3\$	2	E,L	

INDIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
								Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films	
INGTON	WTIV	4	100kw	N,C,D	Meeker	Nov '49											
RT	WSJV-TV	52	262kw	All	H-R	Mar '54	8	5	2	7	1†	7	3\$	1*	A,L		
VILLE	WEHT	50	16kw	CBS	Meeker	Sep '53	5	7	12	5	3†	1/2	8	2	6*	A,F,L	
YNE	WFIE-TV	62	155kw	N,A,D	V.R&McC	Nov '53	7	6	1	7	5†	1/2	3\$	2*	A,L		
	WIN-T	15	237kw	C,A	H-R	Sep '54	6	7	2*	6	5	6	2	2	A,L		
	WKJG-TV	33	270kw	N,D	Raymer	Nov '53	8	9	2	6	x†	2	10	3	2*	A,L	
	WFBM-TV	6	100kw	All	Katz	May '49	7	10	1	6	3†	2	6\$	3*	L		
	WISH-TV	8	316kw	A,C,D	Bolling	Jun '54	6	7	8*	7	3†	2	5	4\$	1*	E,L	
	WTIV	(See BLOOMINGTON)															
ETTE	WFAM-TV	59	20kw	CBS	Rambeau	Jun '53	1	8	1/2	5	1/2	1/2	4\$	2*	A,L		

INDIANA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAI		
								Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports info	F	
MUNCIE	WLBC-TV	49	11kw	All	Walker; Holman	Apr '53											
SOUTH BEND	WBST-TV	31	20kw	C,D	Raymer	Dec '52	9	8	2	6	3 ^c		10	4 ^{\$}	2 ⁺	M	
TERRE HAUTE	WJVA-TV			(See ELKHART)													
WATERLOO	WTII-TV	10	316kw	C,A,D	Bolling	Jul '54											
	WIN-TV			(See FT. WAYNE)													

IOWA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAI		
								Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports info	F	
AMES	WOI-TV	5	100kw	A,C,D	Weed	Feb '50	11	6	1	10	3 ^c	4	2	4 ^{\$}	2 ⁺	L	
CEDAR RAPIDS	KCRG-TV	9	33kw	A,D	V,R&McC	Oct '53	x	x	1 ^a *	1	5 ^c	1 ^c	5	3 ^{\$}	1	L	
	KWWL-TV			(See WATERLOO)													
DAVENPORT	WMT-TV	2	100kw	CBS	Katz	Sep '53	9	7	1*	13	3 ^c	2	10	3 ^{\$}	1	M	
	WHBF-TV			(See ROCK ISLAND, ILL.)													
DES MOINES	WOOG-TV	6	100kw	NBC	Free & Peters	Oct '49	12	6	1	7	3	2	5	3 ^{\$}	2*	A,L	
	KGTV	17	19kw	A,C,D	Hollingbery	Nov '53	x	x						2		L	
	WHO-TV	13	191kw	NBC	Free & Peters	Apr '54	x	x	1 ^a *	6	5 ^c	3	7	4	1	A,L	
	WOI-TV			(See AMES)													
FORT DODGE	KQTV	21	215kw [†]	N,D	Pearson	Nov '53	2	6	5	7	5 ^c	1 ^c	4	2 ^{\$}	2*	E,I	
MASON CITY	KGLO-TV	3	100kw	C,D	Weed	May '54	3	6	3	5	3 ^c	2	12	2	2	E,I	
SIOUX CITY	KTHV	4	52kw	N,D,A	Hollingbery	Oct '54	11	9	2	3	3 ^c	3	2	3 ^{\$}	2	E,I	
	KTVI	9	107kw	C,A,D	Katz	Mar '53	8	7	10	11	4 ^c	4	7	5	1	L	
WATERLOO	KWWL-TV	7	100kw	N,A,D	Headley-Reed	Nov '53	10	5		3	x ^c			2 ^{\$}	2	A,I	
	WMT-TV			(See CEDAR RAPIDS)													

KANSAS

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAI		
								Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports info	F	
GREAT BEND	KCKT-TV	2	100kw	NBC	Bolling	Nov '54	1 ^a	7	4*	5			20	2 ^{\$}	1	1	
HUTCHINSON	KTVI			(See WICHITA)													
PITTSBURG	KOAM-TV	7	250kw [†]	N,A,D	Katz	Dec '53	8	7	5*	4	6	2	4	4	2	A,E	
TOPEKA	WIBW-TV	13	87kw	C,A,D	Capper	Nov '53	6	11	4*	1 ^c	4 ^c	2	5	6 ^{\$}	2	A,L	
WICHITA	KAKE-TV	10	316kw	ABC	Hollingbery	Oct '54	3	7	1*	8	3 ^c		1	2 ^{\$}	1	A,L	
	KEDD	16	245kw	NBC	Petry	Aug '53	x	x		5	3 ^c						
	KTVI	12	210kw	C,D	H-R	Jul '53	15	3		2	4 ^c	2	3	3	1	L	

KEDD Captures

Quarter-Hour Firsts!

From 4 p.m. to sign-off KEDD is FIRST in audience preference for 52.6% of ALL quarter-hour segments compared to 31.7% for Station "B" and 15.6% for Station "C".

With Over 50 Blue-Chip NBC Programs And Wichita's Top-Rated Local Shows Every Week!

SEE YOUR PETRY MAN TODAY

• • • • **KEDD** Is The Best Buy In Wichita's Big Ten-County Market - Reaching Over 148,000 Sets In The Area.

99% CONVERSION*

*ARB JANUARY 1955

KEDD
WICHITA, KANSAS

Channel 16

KENTUCKY

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
PERSON	WEIT	50	16kw	CBS	Meeker	Sep '53	5	7	12	5	3 ^t	1 ²	8	2	6 [•]	A,E,L
GTON	WLEX-TV	18	200kw	N,A,D	Forjoe	Mar '55	x	x	2*	x	3 ^c	1 ²	x	2	2	L
VILLE	WAVE-TV	3	100kw	N,A,D	NBC TV Spot	Nov '48	x	x		3	3 ^c	1		2	1 [•]	A,L
	WHAS-TV	11	316kw	CBS	H,R&P	Mar '50										

LOUISIANA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
ANDRIA	KALB-TV	5	29kw	All	Weed	Sep '54	x	x		7			13	2\$	2	E,L
N ROUGE	WAFB-TV	28	216kw	A,C,D	Young	Apr '53										
	WBRZ	2	100kw	N,A	Hollingbery	Apr '55	TBA		4*	5	5 ^c	2	10	2\$	1	M,L
CHARLES	KPLC-TV	7	53kw	N,A	Weed	Sep '54	3	4	1 ² *	5	2 ^f		8	2\$	2 [•]	A,E,L
	KTAG-TV	25	21kw	C,A,D	Young	Nov '53	3	2	1 ²	12	3 ¹		6	3\$	2	M,A,L
ROE	KNOE-TV	8	230kw	All	H-R	Sep '53	x	x	x	2	6 ^c	2	6	4	2	A,L
ORLEANS	WDSU-TV	6	100kw	All	Blair	Dec '48	11	7		2	5 ^c	1 ²	10	5\$	3 [•]	L
	WJMR-TV	61	1000kw†	C,A,D	Bolling	Nov '53	10	6	10	2	8 ^t		8	2\$	2 [•]	L
VEPORT	KSLA	12	13kw	All	Raymer	Jan '54	x	x	5	6	5 ^t	1 ²	6	21\$	x	A,E,L

MAINE

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
GOR	WABI-TV	5	30kw	All	Hollingbery	Jan '53	10	8	4*	3	4 ^t	1	10	3\$	x [•]	L
	W-TWO	2	14kw	CBS	V,R&McC	Sep '54	x	10	14*	3	3 ¹		4	4	1 [•]	M,A,E,L
STON	WLAM-TV	17	16kw		Everett-McK	Nov '53		5	6	1 ²	1 ²			1\$	1 [•]	A
AND SPRING	WMTW	8	105kw	C,A,D	H,R&P	Aug '54										
LAND	WCSH-TV	6	100kw	N,D	Weed	Dec '53	10	7	2*	3	6 ^c	1 ²	6	2\$	1	M,A,L
	WGAN-TV	13	316kw	C,A	Avery-Knodel	May '54	x	x	..	1	2		5	3\$	2	L

MARYLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
IMORE	WAAM	13	316kw	A,D	H,R&P	Nov '48	4	11	7*	8	9 ^t		9	10	5 [•]	A,E,L
	WBAL-TV	11	316kw	NBC	Petry	Mar '48	x	x	x	6	5 ^t	1 ²	12	3\$	1	L
	WMAR-TV	2	100kw	CBS	Katz	Oct '47	x	x		10	5 ^t		4	6\$	2 [•]	E,L
SURY	WBOC-TV	16	150kw†	A,C,D		Jul '54	4	4	1 ²	1 ²	1 ²	1	12	5\$	1	E,L

MASSACHUSETTS

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
MS	WMGT	(See PITFIELD)														
TON	WBZ-TV	4	95kw	NBC	Free & Peters	Jun '48	x	x	6	x	x ^t	2	12	10\$	x [•]	A,E,L
	WNAC-TV	7	316kw	C,A,D	H-R	Jun '48	4	13		5	3		30	3\$	1 [•]	L
BRIDGE	WTAO-TV	(See CAMBRIDGE)														
	WTAO-TV	56	20kw	D,A	Everett-McK	Sep '53	1	3	1 ²	3	1 ²		7		x	E
SFIELD	WMGT	19	200kw	DuM	Walker	Feb '54	7	4		3	1 ²		6	2\$	1	E,L
NGFIELD	WHYN-TV	55	182kw	C,D	Branham; Weed	Apr '53	x	x		x			3	2\$	1	X
CESTER	WWLP	61	146kw	N,A	Hollingbery	Mar '53	9	5	1	4	10 ^t	x	3	4\$	1 [•]	A,L
	WWOR-TV	14	16kw	A,D	Raymer	Dec '53	7	4	6	1 ²	2	1 ²	2	3\$	1 [•]	A,E

MICHIGAN

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
ARBOR	WPAG-TV	20	19kw†	A,D	McGillyra	Apr '53		6	5	3			8	1	x [•]	L
CITY	WKNX-TV	(See SAGINAW)														
	WNEM-TV	5	100kw	N,D	Headley-Reed	Feb '54	x	x	2	4	3	1 ²	6	2\$	1	M,A,L
BOLS:	{ # stations share time has kitchen set															

MICHIGAN (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature film
CADILLAC	WWTV	13	316kw [†]	C,D,A	Weed	Dec '53				Questionnaires not returned						
DETROIT	CKLW-TV	9	325kw	D,C	Young	Sep '54	2	8	4	7	2 [†]		7	4 [§]	M,A,L	
	WJBK-TV	2	100kw	CBS	Katz	Oct '54	x	x		7	1		4	5 [§]	1 [•]	M,A,L
	WWJ-TV	4	98kw	NBC	Hollingbery	Mar '47	11	7	6*	8	10 [†]	2	14	13 [§]	x [•]	A,L
	WXYZ-TV	7	316kw	ABC	Blair	Oct '48	5	12	2	19	8 [†]		17	1	x [•]	M,A
FLINT	WNEV-TV	(See BAY CITY)														
GRAND RAPIDS	WKZO-TV	(See KALAMAZOO)														
KALAMAZOO	WOOD-TV	8	316kw	NBC	Katz	Oct '51	x	7	6*	3	5 [†]	3	14	9 [§]	1	A
LANSING	WKZO-TV	3	100kw	All	Avery-Knodel	Jul '50	12	6		5	1	1/2	6	6	1	L
	WJIM-TV	6	100kw	N,C,A	Petry	Apr '50	13	5	1/4	1	8 [†]		9	4		L
SAGINAW	WTOM-TV	54	20kw	A,D	Everett-McK	Sep '53	3	3	3*	3	1		8	2		E,I
TRAVERSE CITY	WKNX-TV	57	207kw	C,A	Gill-Perna	May '53	6	9	2*	3	3 [†]		5	2 [§]	2 [•]	A,E,L
	WPBN-TV	7	51kw	NBC	Holman	Sep '54	1	6	1/2		1 [†]	1/2	14	1	1	E,L

MINNESOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature film
AUSTIN	KMMT	6	19kw	ABC	Pearson	Aug '53	x	x	1	5	1/2	2	2	1	A,L	
DULUTH	KDAL-TV	3	100kw	N,A	Avery-Knodel	Mar '54	x	x	2*	5	3 [†]	7	2 [§]	1	A,L	
MINNEAPOLIS- ST. PAUL	WDSM-TV	(See SUPERIOR, WIS.)												2	2 [•]	A,E,I
	KEYD-TV	9	316kw	DuM	H-R	Jan '55	x	x	1 ^{1/2} *	3	3 [†]					
	KSTP-TV	5	100kw	NBC	Petry	Apr '48				Questionnaires not returned						
	WCCO-TV	4	100kw	CBS	Free & Peters	Jul '49				Questionnaires not returned						
	WMN-TV#	11	316kw	ABC	Blair	Sep '53	2	6	8	2 [†]				1		M,A,E
	WTCN-TV#	11	316kw	ABC	Blair	Sep '53	2	7	3	8	1		4	2		M,A,E
ROCHESTER	KROC-TV	10	100kw	NBC	Meeker	Jul '53	8	8		3	3 [†]	2	2	2	2	L

MISSISSIPPI

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature film
JACKSON	WJTV	25	210kw	C,D	Katz	Jan '53	x	x		x	2 [†]	x	x	2 [§]	1	L
MERIDIAN	WLBT	3	100kw	NBC	Hollingbery	Dec '53	8	6	2	6	8 [†]	3	10	3 [§]	2 [•]	A,L
	WSLI-TV	12	214kw	VBC	Weed	Mar '54	4	5	3*	6	1/4	4	4	5 [§]	1	M,A,L
	WTOK-TV	11	31kw	MI	Headley-Reed	Sep '53	8	5	1*	2	1	6	10	1	A	

MISSOURI

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature film
CAPE GIRARDEAU	KFVS-TV	12	316kw [†]	CBS	Headley-Reed	Oct '54										
COLUMBIA	KOMU-TV	8	251kw [†]	N,A,D	H-R	Dec '53	5	5	2*	4	1	1	5	2 [§]	1	A,E,L
HANNIBAL	KHQI-TV	7	316kw	C,D	Weed	Aug '53	x	x		x	5 [†]	1	2			E,L
JEFFERSON CITY	KRCG-TV	13	105kw	CBS	Hoag-Blair	Feb '55	x	x	3*	4	1	2	6	2 [§]	2	A,L
JOPLIN	KOAM-TV	(See PITTSBURG, KAN.)														
KANSAS CITY	KSWI-TV	12	59kw	CBS	V.R&McC	Sep '54	1	6		5	1	8	8	3	2*	E
	KCMO-TV	5	100kw [†]	ABC	Katz	Sep '53	5	11	4*	14	14	2	8	3 [§]	2*	M,A,F
	KMBC-TV	9	316kw	CBS	Free & Peters	Aug '53	x	x		x	3	x	9	2	1	A,L
ST. JOSEPH	WDVF-TV	4	100kw	NBC	H.R&P	Oct '49	12	5	1*	7	3 [†]	1/2	9	3	2*	A,L
ST. LOUIS	KFQJ-TV	2	50kw	C,D	Headley-Reed	Sep '53				Questionnaires not returned						
	KSD-TV	5	100kw	N,A,C	NBC TV Spot	Feb '47				Questionnaires not returned						
	KWK-TV	1	100kw	C,A	Katz	Jul '54				Questionnaires not returned						
SELDALIA	WTVI	(See BELLEVILLE, ILL.)														
SPRINGFIELD	KDRO-TV	6	16kw		Pearson	Jul '54				Questionnaires not returned						
	KTTS-TV	10	13kw	C,D	Weed	Mar '54	6	8		6	3 [†]	1/2	12	4	2	M,L
	KYTV	3	61kw	N,A	Hollingbery	Oct '53				Questionnaires not returned						

SYMBOLS: / stations share time
/ stations has kitchen set

[†] licensed power (given) not used
M,A,E,L—morn, aft, eve, late

\$ local film newsreel
• local sports covered

category unclaimed
x figure unspecified

MONTANA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
IGS	KOOK-TV	2	18kw	All	Headley-Reed	Oct '53				Questionnaires not returned						
	KXLF-TV	6	2kw	A,D,N	Walker	Aug '53	x	x		3	6	2	35			A,L
FALLS	KFBB-TV	5	25kw	C,A,D	Hoag-Blair	Mar '54	2	2		7	3 ^c	1 ³	4	2		L
JULIA	KGVO-TV	13	59kw	All	Gill-Perna	Jul '54	1	7	1 ²	6	1 ²	4	1	1		A,L

NEBRASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
NEY	KIOL-TV	(See HOLDREGE)														
HOLDRIDGE	KIOL-TV	13	287kw†	All	Meeker	Dec '53	3	8	6	3	3 ^c	2	18	3	2	A,E
OLN	KOLN-TV	10	316kw	C,A,D	Avery-Knodel	Feb '53	4	11	3	4	4 ^c	1 ³	5	4	1	A,L
HA	KMTV	3	100kw	C,A,D	Petry	Sep '49	x	x	x	4	3 ^c	2	6	3	1	L
TS BLUFF	KSTF	10	13kw	All	Hollingberry	(Satellite of KFBC-TV, CHEYENNE, WYO.)							10	98	1	A,L

NEVADA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
PERSON	KLRJ-TV	2	12kw†	NBC	Pearson	Jan '55				Questionnaires not returned						
VEGAS	KLAS-TV	8	29kw	C,A,D	Weed	Jul '53	1	8	2*	3	4 ^c		15	2	1	A,L
	KZTV	8	3kw	All	Pearson	Sep '53	x	x	x	1	1 ^c			1	x*	L

NEW HAMPSHIRE

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
CHESTER	WMUR-TV	9	112kw	A,D	Weed	Mar '54	1	9	6*	x	3 ^c	1 ²	6	48	1	A,L
WASHINGTON	WMTW	(See POLAND, ME.)														

NEW JERSEY

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
IRV PARK	WRTV	58	17kw			Jan '54				Questionnaires not returned						
ARK	WATV	13	316kw		Petry	May '48		13		3	3 ^c			1	x*	A,L

INCLUDE-KCJB-TV-MINOT, NORTH DAKOTA

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 ★ YOU BET YOUR LIFE
 ★ LIBERACE

★ FORD THEATRE
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 ★ YOUR HIT PARADE

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NEW MEXICO

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn Film	News	Sports Info
ALBUQUERQUE	KGGM-TV	13	89kw†	CBS	Weed	Oct '53	x	x	x	3	x†			1	E
	KOAT-TV	7	25kw	A,D	Hollingbery	Oct '53	2	8	2*	10			B	2	1* A,E,L
	KOB-TV	4	10kw	NBC	Branham	Nov '48	4	7	2	6	3†		B	2\$	2* A,E,L
ROSWELL	KSWSTV	8	115kw	NBS	Meeker	Jun '53	3	6	9*	6	2†	1,2	0	2	1 A,L

NEW YORK

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn Film	News	Sports Info	Feature film
ALBANY	WRGB	(See SCHENECTADY)			Bolling	Oct '53	6	5	3*	8	4†		1	3\$	M,E	
	WROW-TV	41	269kw	A,C,D	Blair	Feb '54	2	7	5*	10	3†		8	2\$	1* A,L	
	WTRI	35	85kw	CBS	Bolling	Dec '49	11	5		7	4†		9	6	2 A,L	
BINGHAMTON	WNBF-TV	12	250kw†	All	Bolling	May '48	x	x			5	x†		1	2	
	WBEN-TV	4	51kw	C,D,A	II,R&P	Aug '53	x	x			4	6†		2	2	
	WBUF-TV	17	229kw	All	II-R	Aug '53	x	x			5	x†		2	2	
BUFFALO	WGR-TV	2	100kw	N,A,D	Headley-Reed	Aug '54	13	7		4	6†		10	1\$	2* M,A,L	
	WCNY-TV	(See WATERTOWN)														
	WKNY-TV	66	24kw	All	Meeker	May '54	x	x		6	x†	x		1	1* E	
CARTHAGE	WABC-TV	7	80kw	ABC	Weed	Aug '48	x	x	x	13	1		7	5	2* A,E	
	WABD	5	17kw	DuM	Avery-Knodel	May '44	2	10		9	10†		11	3	1* A,E,L	
	WATV	(See NEWARK, N. J.)														
PLATTSBURG	WCBS-TV	2	42kw	CBS	CBS TV Spot	Jul '41	13	6		3	1/2†		2	7	2 M,A,E	
	WOR-TV	9	131kw		II-R (W. Coast)	Oct '49		12		4			1	2	1* A,E,L	
	WPIX	11	100kw		Free & Peters	Jun '48		16		3			8	25	1* E	
ROCHESTER	WRCA-TV	4	30kw	NBC	NBC TV Spot	Jul '41	11	8	5	15	8†	2	11	6\$	M,A,L	
	WIRE	5	20kw	DuM	Young	Dec '54	x	x	5*	5	5†		11	2	1 E,L	
	WHAM-TV	5	100kw	N,D,A	Hollingbery	Jun '49	10	8	22	9	12†	1	10	5	1* A,E,L	
SCHENECTADY	WHEC-TV#	10	316kw	C,A	E-McK; Bolling	Nov '53	x	x		1/2	11		4	8\$	A,L	
	WVET-TV#	10	316kw	C,A	E-McK; Bolling	Nov '53	5	3	x	1	1†		3	3\$	E,L	
	WRGB	6	93kw	All	NBC TV Spot	Nov '39	10	8		4	5†	1/4		1		
SYRACUSE	WHEN-TV	8	190kw	C,A,D	Katz	Dec '49	17	3	3	8	5†	2	6	35	2* A,L	
	WSYR-TV	3	100kw	NBC	II,R&P; K-C	Feb '50	x	x			5†			35	1 M,A,L	
	WKTV	13	187kw	All	Cooke	Dec '49	15	4	1	1	3†	3/4		25	2 L	
UTICA	WCNY-TV	7	173kw	C,A,D	Weed	Oct '54	x	x		x	1	x	5	x\$	1 E,L	

NORTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn Film	News	Sports Info	Feature film
ASHEVILLE	WISE-TV	62	26kw	N,C	Bolling	Aug '53				Questionnaires not returned						
	WLOS-TV	13	170kw	A,D	V,R&McC; Ayers	Sep '54	4	6	6*	3	4†	1/2	12	3\$	1	L



**REMEMBER KXJB-TV & KCJB-TV
COVER THE THREE MAJOR MARKETS
IN NORTH DAKOTA—FARGO—
GRAND FORKS & MINOT**

DELIVERING AN AUDIENCE THAT CONTROLS

\$879,164,000—SPENDABLE INCOME—

ON KXJB-TV THESE TOP SHOWS OFFER FINE ADJACENCIES

★ JACKIE GLEASON
★ TOAST OF THE TOWN
★ STUDIO ONE
★ CLIMAX—SHOWER OF STARS

★ ARTHUR GODFREY
★ FOUR STAR PLAYHOUSE
★ TWO FOR THE MONEY
★ THE HALLS OF IVY

★ I LOVE LUCY
★ DECEMBER BRIDE
★ PRIVATE SECRETARY
★ JACK BENNY

BROADCASTING AT 100 KW FROM THE THIRD TALLEST TOWER IN THE U. S.—1085 FT.—ABOVE GROUND
KXJB-TV IS COLOR EQUIPPED FOR NETWORK—SLIDES & MOTION PICTURES

CBS - DuMONT

WITH STUDIOS IN VALLEY CITY, FARGO, GRAND FORKS (1955) BISMARCK (1955)

NORTH CAROLINA (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Winston-Salem	WAYS-TV	36	24kw	A,N,D	Bolling	Jan '54				Questionnaires not returned						
	WBTV	3	100kw	All	CBS TV Spot	Jul '49	11	7	4*	6	7	1/2	9	6\$	1*	A,L
	WTVD	11	316kw†	N,A	Headley-Reed	Sep '54	7	7	1*	4	3	2	4	3\$	1	A,L
Winston-Salem	WFMY-TV	2	100kw	A,C,D	H,R&P	Sep '49	x	x		3	5	2	10	4\$	1	E
	WSJS-TV	(See WINSTON-SALEM)								Questionnaires not returned						
Winston-Salem	WNCT	9	93kw	All	Pearson	Dec '53	6	7	11*	4	10	3	5	3	1	L
	WNAO-TV	28	182kw	C,A,D	Avery-Knodel	Jul '53				Questionnaires not returned						
Winston-Salem	WMFD-TV	6	32kw	N,A,D	Weed	Apr '54	x	x	11*	6	6		18	5\$	2	L
	WSJS-TV	12	316kw†	NBC	Headley-Reed	Sep '53	13	5	4	7	3	2	7	4	1	A,E,L
	WTOB-TV	26	74kw†	A,D	H-R; Ayers	Sep '53				Questionnaires not returned						

NORTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Valley City	KFYR-TV	5	100kw	All	Hoag-Blair	Dec '53				Questionnaires not returned						
	KXJB-TV	(See VALLEY CITY)								Questionnaires not returned						
	WDAY-TV	6	66kw	N,A,C	Free & Peters	Jun '53	5	7	2	4		1		4\$	2	M,A,E,L
	KCJB-TV	13	30kw	C,N,A	Weed	Feb '53	x	x		8	3	3	9	5	2*	A,L
City	KXJB-TV	4	100kw	C,D	Weed	Aug '54	5	9	5	8	2	7	4	4\$	2*	A,L

OHIO

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Wakaruna	WAKR-TV	49	182kw	ABC	Weed	Jul '53	x	x		3	3		2	3	3*	A,L
Wickliffe	WICA-TV	15	20kw			Sep '53	4		3*	1	1	2	2	2	2	E
Winton	WCPO-TV	9	316kw†	A,D	Branham	Jul '49	5	12	15*	11	4	14			1	M,A
Winton	WKRC-TV	12	316kw	CBS	Katz	Apr '49	x	x		5	x			3	1*	L
Winton	WLW-T	5	100kw	NBC	Crosley	Feb '48	12	6	19	8	15	10		3\$	x*	A,E,L
Winton	WEWS	5	93kw	CBS	Branham	Dec '47	x	x	x*	x	x	2		3		A,L
Winton	WNBK	3	100kw	NBC	NBC TV Spot	Oct '48				Questionnaires not returned						
Winton	WXEL	8	316kw	CBS	Katz	Dec '49	12	6		6	3	6		4	2*	A,E,L
Winton	WBNS-TV	10	219kw	CBS	Blair	Oct '49	11	6		5	3	1/2	7	4\$	1	M,E,L
Winton	WLW-C	4	100kw	N,A	Crosley	May '50	13	4		3	5		3	7	x*	L
Winton	WTVN-TV	6	100kw	A,D	Katz	Sep '49	5	11	2	9	3		9	3\$	6*	M,E,L
Winton	WHIO-TV	7	316kw	C,D	Hollingbery	Feb '49	x	x		7	1/2	10		2\$	2*	L
Winton	WLW-D	2	100kw	N,A	Crosley	Mar '49	x	x	x		x	x		3	1*	L
Winton	WLOK-TV	73	21kw	All	H-R	Apr '53	x	x		3				2	1*	E
Wintonville	WSTV-TV	9	230kw	C,A	Avery-Knodel	Jan '53	7	10	1/2	10	3	1/4	4	4	1	M,A,L
Wintonville	WSPD-TV	13	316kw	All	Katz	Jul '48	9	7	4	8	13	3	22	8	2	E
Wintonville	WFMJ-TV	21	175kw	NBC	Headley-Reed	Mar '53	x	x		x	4			7\$	1	A,L
Wintonville	WKBN-TV	27	155kw	C,A,D	Raymer	Jan '53	9	9	2*	6	9		5	3	1	M,A,L
Wintonville	WIIHZ-TV	18	70kw†	All	Pearson	May '53	x	x	x*	x	x	1/4		3\$	2*	E,L

OKLAHOMA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS		LOCAL WEEKLY HOURS					NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Ada	KTEN	10	251kw	ABC	V,R&McC	May '54				Questionnaires not returned						
Ada	KGEO-TV	5	100kw	ABC	Pearson	Jul '54	2	3		3	3	3	16	2\$	2	A,L
Ada	KSWO-TV	7	10kw	DuM	Pearson	Mar '53				Questionnaires not returned						
Muskeg	KTVX	8	316kw	A,D	Avery-Knodel	Sep '54	1	5	5*	12	1		7	3\$	1*	A,L
Muskeg	KMPT	19	260kw		Bolling	Nov '53	10			10	3	1/2		2\$	1*	L
Muskeg	KTVQ	25	275kw	ABC	Falter	Oct '53	x	x						2	2	L
Muskeg	KWTW	9	316kw	CBS	Avery-Knodel	Dec '53	11	6	21*	2	2	3	9	5\$	1	A,L
Muskeg	WKY-TV	4	100kw	N,A	Katz	Jun '49	10	7	2*	7	5	2	4	10\$	1*	A,E,L
Muskeg	KOTV	6	100kw	CBS	Petry	Oct '49	11	7	3*	6	5	1/2	12	9\$	2*	A,L
Muskeg	KTVX	(See MUSKOGEE)				Dec '54	x	x	x	5	5	1		10		A,L
Muskeg	KVOO-TV	2	100kw	NBC	Blair											

S: { # stations share time
† has kitchen set† licensed power (given) not used
M,A,E,L—morn, aft, eve, late§ local film newsreel
* local sports coveredcategory unclaimed
x figure unspecified

OREGON

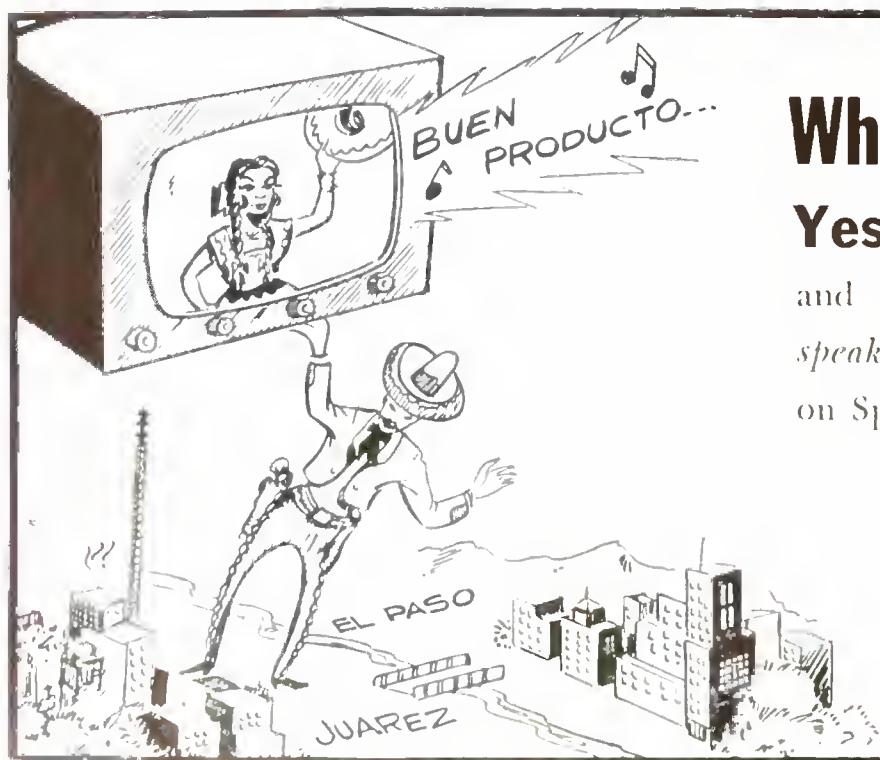
City
EUGENE
MEDFORD
PORTLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO SHOWS		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info
EUGENE	KVAL-TV	13	56kw	N,A,D	Hollingbery	Apr '54	1	7	3*	3	2	12	2	1	I
MEDFORD	KBES-TV	5	29kw	All	Hoag-Blair	Aug '53	3	5	6*	9	3	1	9	1	P
PORTLAND	KLOR	12	230kw	ABC	Hollingbery	Mar '55			Questionnaires not returned						V
	KOIN-TV	6	100kw	CBS	CBS TV Spot	Oct '53	10	5	1/2	7	3	1/2	10	2\$	1
	KPTV	27	204kw	NBC	NBC TV Spot	Sep '52	8	8	2	3	5	4	18	4	
					Moore & Lund										

PENNSYLVANIA

City
ALLENTOWN
ALTOONA
BETHLEHEM
EASTON
ERIE
HARRISBURG
JOHNSTOWN
LANCASTER
PHILADELPHIA
PITTSBURGH
READING
SCRANTON
WILKES-BARRE
YORK

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS		
						On air date	Network	Local	Variety	Chil-dren's	Home makers	Farm	Syn. Film	News	Sports Info
ALLENTOWN	WFMZ-TV	67	80kw	All	Avery-Knodel	Dec '54		5	2*	5	3	20	1	1	
ALTOONA	WFBG-TV	10	316kw	All	H-R	Mar '53	6	10	8*	8	2	3	3	1	
BETHLEHEM	WLTV-TV	51	12kw	NBC	Meeker	May '53	x	x					2	2*	L
EASTON	WGLV	57	100kw	A,D	Headley-Reed	Aug '53	3	5		10	1	3	3\$	1	E
ERIE	WICU	12	30kw	N,A,D	Petry	Mar '49	x	x	2	2	8	15	3\$	2	M
HARRISBURG	WSEE-TV	35	200kw	CBS	Avery-Knodel	Apr '54	x	x	1	5	4	8	1\$	1	A
	WCMB-TV	27	186kw	DuM	Forjoe	Sep '54	2	10	3	5	1	8	2\$	1	A
	WHP-TV	55	253kw	CBS	Bolling	Apr '53	x	x	x*	x	3	7	2\$	2	A
	WTPA	71	220kw	ABC	Headley-Reed	Jul '53	x	x	x*				3\$	1	M
JOHNSTOWN	WARD-TV	56	91kw	C,A,D	Weed	Oct '53	3	6	3x		1	2	4	2	E
LANCASTER	WJACTV	6	71kw	N,C,D	Katz	Sep '49	13	3	3	5			2\$	1	L
PHILADELPHIA	WGAL-TV	8	316kw	N,C,D	Meeker	Mar '49			Questionnaires not returned						
PITTSBURGH	WCAU-TV	10	316kw	CBS	CBS TV Spot	Jul '54	9	11		3	3	8	7\$	1*	E
	WFIL-TV	6	100kw	A,D	Blair	Sep '47	4	13		20	3	30	3\$	3*	A
	WPTZ	3	100kw	NBC	Free & Peters	Sep '41	10	8		9	13	1	16\$	5*	A
	KDKA-TV	2	100kw	All	Free & Peters	Jan '49	11	8	5*	2	6	33	1\$	2	A
	WENS	16	200kw	A,C,N	Petry	Aug '53			Questionnaires not returned						
READING	WEEU-TV	33	167kw	A,N	Headley-Reed	Apr '53	4	7	1*	3	1	3	3	1	A
SCRANTON	WJHM-TV	61	87kw	C,D	H-R	Feb '53	11	5	1	5	4	17	1	1*	M
	WARM-TV	16	191kw	ABC	Hollingbery	Jan '54	2	8	2*	3	6	9	2\$	1*	A
	WGBI-TV	22	215kw	CBS	Blair	Jun '53	11	7	2	9	6	1	8\$	5	M
	WTVI	73	13kw		Everett-McK	Aug '53		8		12			2	2*	E
WILKES-BARRE	WBRE-TV	28	1000kw	NBC	Headley-Reed	Jan '53			Questionnaires not returned						
	WILK-TV	34	1000kw	A,D	Avery-Knodel	Sep '53	4	7	2*	12	4	8	3\$	1	A
	WNOW-TV	49	100kw†	DuM	Forjoe	Nov '53	2	5	1/2*	2	1	6	3\$	1	E
	WSBA-TV	43	170kw†	ABC	Young	Dec '52	10	4	3	5	3	1/2	4	1	E



What! Spanish TV?

Yes, 70% of the population of El Paso, and 100% of Juarez, Mexico is Spanish speaking, so after 25 years of specialization on Spanish radio, its natural consequence is

XEJ-TV CHANNEL 5

P.O. BOX 442, EL PASO, TEXAS

Ask National Time Sales
New York

RHODE ISLAND

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
PROVIDENCE	WJAR-TV	10	316kw	All	Weed	Jul '49	11	7	2*	7	10*	1	12	11\$	1	L
	WNED	16	210kw†	A,C	Raymer	May '54	5	7	6*	1	1	1/2	3	1	E,L	

SOUTH CAROLINA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
CHARLESTON	WAIM-TV	40	208kw†	CBS	Headley-Reed	Dec '53	7	5	2*	1	6*	1/2	2	1	1*	A,L
	WCSC-TV	5	100kw	C,A	Free & Peters	Jun '53	10	4	5*	7	3*	1/2	9	4\$	2	A
PIERS	WUSN-TV	2	100kw	N,D	H-R; Ayers	Sep '54										
	WCOS-TV	25	1000kw†	ABC	Headley-Reed	May '53	x	x	4*	4	1†		4		1	A,L
WHITEVILLE	WIS-TV	10	269kw	N,D	Free & Peters	Nov '54	7	5	1/2*	2	2*	1/2	7	3\$	2*	A
	WNOK-TV	67	741kw†	CBS	Raymer	Sep '53										
	WBTV	8	316kw	All	CBS TV Spot	Oct '54	3	4	1/2*	2	2†	1/2	4	1\$	1	A,E,L
	WFBC-TV	4	100kw	NBC	Weed	Jan '54										
	WGVL-TV	23	17kw	A,D	H-R	Jul '53	4	4	6*	3	2		7	4\$	2	A,L

SOUTH DAKOTA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
Sioux City	KELD-TV	11	200kw	All	Raymer	May '52	6	6		1	2	3	11	3\$	2	L

TENNESSEE

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
NOOGA	WDEF-TV	12	105kw	All	Branham	Apr '54	10	6	5	7	6†		7	2\$	1	A,L
ON	WDXI-TV	7	316kw†	CBS	Burn-Smith	Mar '55	3	8	1/2*	9	3†	2	12	2\$	1*	A,L
ON CITY	WJHL-TV	11	316kw	All	Pearson	Oct '53	x	x	1	6	3†		5		3	A
VILLE	WATE-TV	6	100kw	N,A	Avery-Knodel	Oct '53	12	5	1/2*	5	8†		3		1	A
	WTSK-TV	26	22kw	C,D,A	Pearson	Sep '53	10	4	5*	5	3†	2	2	1	1	A,L
	WHBQ-TV	13	316kw	CBS	Blair	Sep '53	11	6	3*	5	1†	1/2	5	7		A
	WNCT	5	100kw	NBC	Branham	Dec '48	x	x	2*	x	3†	2	13	8\$		
ELLE	WLAC-TV	5	100kw	CBS	Katz	Aug '54	12	4	1/4	7	3†		5	2\$	1	L
	WSIX-TV	8	316kw	ABC	Hollingbery	Nov '53	4	11	8*	5	3†		5	2	1	M,A,L
	WSM-TV	4	100kw	NBC	Petry	Sep '50	12	3	2*	11	8*	1/2	22	3\$	1*	A,L

TEXAS

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAILY		
						On air date	Network	Local	Variety	Children's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
IE	KRBC-TV	9	30kw	N,A,D	Pearson	Aug '53	3	7	3*	6	4†	1/2	10	2	2	A,L
LL	KFDA-TV	11	57kw	C,A	H-R	Apr '53	5	8	2*	10	5†	1	10	3\$	1*	M,L
ONT	KGNC-TV	4	100kw	N,D	Katz	Mar '53	8	7	3*	4	3†	1/2	9	3	2	M,L
S CHRISTI	KTBC-TV	7	100kw	All	Raymer	Nov '52	12	5	2	6	5†	1/4	10	8		L
S	KBMT	31	224kw	N,A,D	Forjoe	Apr '54										
	KFDM-TV	6	100kw	CBS	Free & Peters	Apr '55										
O	KVDO-TV	22	19kw	NBC	Young; Brown	Jun '54	2	7	3*	12	6†	1/2	11	3\$	7	L
	KRLD-TV	4	100kw	CBS	Branham	Dec '49	x	x	x	4	7†	1/2	4			
	WFAA-TV	8	274kw	A,D,N	Petry	Sep '49	x	x	x	3	5†	1/2	5	4\$	2*	A,L
	KROD-TV	4	56kw	C,D,A	Branham	Dec '52	x	x	x	7	3†		3\$	1	1	L
	KTSM-TV	9	59kw	NBC	Hollingbery	Jan '53	x	x	x	3	3†		2	1	1	A,L
Mex.	XEJ-TV	5	250kw		Natl Time Sls	May '54	7	3	3	2*	1		2	1	1*	A,E,L
WORTH	WBAP-TV	5	100kw	N,A	Free & Peters	Sep '48	x	x	5*	6	5†	1/2	12	6\$	1	A,E,L
STON	KGUL-TV	11	224kw	CBS	CBS TV Spot	Mar '53	x	x	x	1/2	3†	3				A,L
GEN	KGBT-TV	4	100kw	C,A,D	H-R	Oct '53	3	5	2	1	8†	1/2	7	2	2	L
ON	KTRK-TV	13	316kw	ABC	Blair	Nov '54	3	13	4*	16	6*	3	7	4\$		M,A,L
	KPRC-TV	2	100kw	NBC	Petry	Jan '49										

PLS: { # stations share time
 { has kitchen set

† licensed power (given) not used
 M,A,E,L—morn, aft, eve, late

§ local film newsreel
 • local sports covered

category unclaimed
 x figure unspecified

TEXAS (continued)

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DA		
								Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info		
LONGVIEW	KTVE	32	240kw		Forjoe	Oct '53		9	3	5	5		20	2	2	A	
LUBBOCK	KCBD-TV	11	100kw	A,N,	Raymer	May '53		Questionnaires not returned									
MIDLAND	KDUB-TV	13	316kw	C,D	Avery-Knodel	Nov '52	5	11	1*	10	5	2	9	6\$	2*	M	
SAN ANGELO	KTXL-TV	8	28kw	All	V,R&McC; Brown	Dec '53		Questionnaires not returned									
SAN ANTONIO	KENS-TV	5	100kw	C,A,D	Free & Peters	Feb '50	12	4	3	5	1	1	3	8\$	1*	A	
WACO	WOAI-TV	4	100kw	N,A	Petry	Dec '49	x	x	x	4	3		x	7	1	A	
TEMPLE	KCEN-TV	6	100kw	NBC	Hollingbery	Nov '53	8	8	3*	3	3	1/2	14	3	1	M	
TEXARKANA	KCMC-TV	6	100kw	C,A,D	V,R&McC	Aug '53	6	7	2*	5	4	2	6	4\$	1	M	
TYLER	KLTV	7	100kw	All	Pearson	Oct '54		Questionnaires not returned									
WACO	KANG-TV	34	19kw	C,A,D	Raymer	Oct '53	x	x	x*	x	x			2	2	L	
WESLACO	KWTX-TV	10	107kw			Apr '55		10	x*	x	3	1		7\$	x		
WICHITA FALLS	KRGV-TV	5	29kw	NBC	Raymer	Apr '54		Questionnaires not returned									
	KFDX-TV	3	60kw	N,A	Raymer	Mar '53	x	x	3*	1	3			3\$	2	A	
	KWFT-TV	6	23kw	CBS	Hoag-Blair	Feb '53	x	x	x	x	3	1	4	2	1	A	

UTAH

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DA		
								Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	F	
SALT LAKE CITY	KSL-TV	5	30kw	C,D	CBS TV Spot	Jun '49	10	5		11	4	2	9	3\$	1*	A,L	
	KTVT	4	27kw	NBC	Katz	Jul '48	x	x		x	3	1/2		2\$	x*	M	
	KUTV	2	45kw	ABC	Hollingbery	Sep '54	3	7	1	12	6		13	2	5\$	A,L	

VERMONT

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DA		
								Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	F	
BURLINGTON	WMVT	3	18kw	C,N,A	Weed	Sep '54	x	x		8	3	1/4	2	3	1	A,L	

VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DA		
								Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	F	
HAMPTON	WVEC-TV	(See NORFOLK)															
HARRISONBURG	WSVA-TV	3	8kw	All	Pearson	Oct '53	x	x		2	2						
LYNCHBURG	WLVA-TV	13	316kw†	All	Hollingbery	Feb '53	11	7	2*	10	3	2				M,E	
NEWPORT NEWS	WACH-TV	33	21kw		Walker	Oct '53	x		x							E,L	
NORFOLK	WTAR-TV	3	100kw	C,A,D	Petry	Apr '50	11	7	20	8	x	x	10	7\$	1*	I	
	WVEC-TV	15	214kw	NBC	Avery-Knodel	Aug '53	13	5	15	7	0		2	9\$	1	M,A	
RICHMOND	WTVR	6	100kw	NBC	Blair	Apr '48	x	x	x	x	x	3		2\$	1		
ROANOKE	WSLS-TV	10	296kw	N,A	Avery-Knodel	Dec '52	x	x	x*	x	3			7	1		

WASHINGTON

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	Network	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DA		
								Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	F	
BELLINGHAM	KVOS-TV	12	33kw	C,D	Forjoe; Stovin	Jun '53	1	8	2*	1			16	1		M,A	
PASCO	KEPR-TV	19	11kw	All	Weed	Jul '53	Same										
SEATTLE	KING-TV	5	100kw	ABC	Blair	Nov '48	x	x			5	1	9	2\$	1*	M,A	
SPOKANE	KOMO-TV	4	100kw	NBC	Hollingbery	Dec '53	10	7		5	5	1	6	3\$	1	A,L	
	KHQ-TV	6	100kw	NBC	Katz	Dec '52	8	5	7*	1	7	1/2	12	3\$	1	A,L	
	KREM-TV	2	100kw	ABC	Petry	Oct '54	2	8	2	2	1		12	1		A,E	
	KALY-TV	4	48kw	C,D	Avery-Knodel	Feb '53	x	x	1/2*	3	5		10	1		A,L	
TACOMA	KTNT-TV	11	316kw	C,D	Weed	Mar '53	11	4		4	3	1	3	4\$	1*	E,L	
	KTVW	13	99kw		Clark; Barry	Aug '53	10	2*	13	9		10			3*	A,E,	
YAKIMA	KIMA-TV	29	15kw	All	Weed	Jul '53	x	x	6*	5	1	1	10	2\$	1*	A,L	

SYMBOLS: 1/ # stations share time
† has kitchen set† licensed power (given) not used
M,A,E,L—morn, aft, eve, late§ local film newsreel
* local sports coveredcategory unclear
x figure unspecified

WEST VIRGINIA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
LESTON	WCBS-TV	8	316kw	C,A,D	Branham	Aug '54	11	4		8	3 $\frac{1}{2}$	2	5	3 $\frac{1}{2}$	2	L
	WKNA-TV	49	225kw \dagger	ABC	Weed	Oct '53	3	5	3*	3	5	1 $\frac{1}{2}$	4	3 $\frac{1}{2}$	2	E,L
	WJPB-TV	35	23kw	A,D,N	Gill-Perna	Mar '54				Questionnaires not returned						
	WSAZ-TV	3	100kw	N,A	Katz	Nov '49	10	6	21*	7	13 $\frac{1}{2}$	2	6	11 $\frac{1}{2}$	2 $\frac{1}{2}$	A,L
	WOAY-TV	1	100kw	A,D		Dec '54	2	7	4*	3	1 $\frac{1}{2}$	1 $\frac{1}{2}$	3	3	1	A,E,L
	WTAP	15	20kw	N,A,D	Forjoe	Nov '53	4	6	2	6	4 $\frac{1}{2}$		3	21	14	A,E,L
	WTRF-TV	7	316kw	N,A	Hollingbery	Oct '53	11	6	4*	4	11 $\frac{1}{2}$	1 $\frac{1}{2}$	5	4	1	A,L

WISCONSIN

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
CLAUDE	WEAU-TV	13	58kw	N,A,D	Hollingbery	Dec '53	x	x		2	1 $\frac{1}{2}$	1 $\frac{1}{2}$		2		L
	WBAY-TV	2	100kw	C,D,A	Weed	Mar '53	9	4	3	6	3 $\frac{1}{2}$	3	11	4 $\frac{1}{2}$	4	L
	WKBT	8	100kw	All	Raymer	Aug '54	4	3	1	3		1	5	10	6*	E,L
	WKOW-TV	27	200kw	CBS	Headley-Reed	Jul '53	5	11		11	3 $\frac{1}{2}$		5	2	2	A,L
	WMTV	33	204kw \dagger	N,A,D	Bolling	Jul '53	5	8	1	7	4 $\frac{1}{2}$	2	11	3 $\frac{1}{2}$	1	A,E,L
	WMBV-TV	11	316kw \dagger	N,A	V,R&McC	Sep '54	8	7	2*	8	8 $\frac{1}{2}$	2	7	2 $\frac{1}{2}$	1	E,L
	WCAN-TV	25	234kw	CBS	Rosenman	Sep '53	x	x		3	3 $\frac{1}{2}$			2	2	L
WAUKEE	WTMJ-TV	4	100kw	NBC	H,R&P	Dec '47	10	7								L
	WTWV	12	316kw	ABC	Petry	Oct '54	3	5		9	2		6	2	1	A,L
	WXIX	19	229kw \dagger		Bolling	Sep '53	x	x		8				2	1	A,E,L
	WDSM-TV	6	100kw	C,D	Free & Peters	Feb '54	6	6	x		4 $\frac{1}{2}$			3	1	
	WSAU-TV	7	100kw	All	Meeker	Oct '54	2	5	1	3	2		10	2 $\frac{1}{2}$	2	A,E,L

WYOMING

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
TENNE	KFBC-TV	5	100kw	All	Hollingbery	Mar '54	x	x		Questionnaires not returned						

ALASKA

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO. SHOWS DAILY			
						On air date	Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
HOBAGE	KFIA	2	14kw	C,A	Weed	Oct '53	x	x		5				2		E
	KTVA	11	4kw	N,D	Alaska Sls	Nov '53	x	x		2	5 $\frac{1}{2}$			1 $\frac{1}{2}$		E

HAWAII

City	Call letters	Chnl	Vis pwr	Network	National rep	DAILY HOURS			LOCAL WEEKLY HOURS				NO SHOWS DAILY			
						On air date	Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn. Film	News	Sports Info	Feature films
HONOLULU	KGMB-TV	9	104kw	CBS	Free & Peters	Dec '52	x	x		1 $\frac{1}{2}$	3 $\frac{1}{2}$			2 $\frac{1}{2}$	1	L
	KONA-TV	11	125kw	NBC	NBC Spot	Dec '52	x	x		5	3 $\frac{1}{2}$		1	2	1	E
	KULA-TV	4	26kw	A,D	Young	Apr '54	x	x								E,L

ABOLIS: # stations share time
† has kitchen set

† licensed power (given) not used
M,A,E,L—morn, aft, eve, late

§ local film newsreel
* local sports covered

category unclaimed
x figure unspecified

CANADA

City	Call letters	Chnl	Vis pwr	Network	National rep	On air date	DAILY HOURS			LOCAL WEEKLY HOURS					NO. SHOWS DAIL		
							Network	Local	Variety	Chil- dren's	Home makers	Farm	Syn- Film	News	Sports Info	Fee \$1	
BRANDON, MAN.	CKNT-TV	5	19kw	CBC	Weed; All-Can	Jan '55											
CALGARY, ALTA.	CHCT-TV	2	100kw	CBC	Weed; All-Can	Oct '54	4	2	5	1	2		7	1		A,E,L	
EDMONTON, ALTA.	CFRN-TV	3	27kw	CBC	Reps Ltd.	Oct '54	x	x						2		1 L	
HALIFAX, N. S.	CBHT	3	100kw	C,C	CBC	Dec '54											
HAMILTON, ONT.	CHCH-TV	11	42kw	CBC	CSR; All-Can	Jun '54											
KINGSTON, ONT.	CKWS-TV	11	257kw	CBC	Weed; All-Can	Dec '54	3	5						2		1 L	
KITCHENER, ONT.	CKCO-TV	13	16kw	CBC	Weed; Hardy	Mar '54	4	5	11*	4	3%	1/2	10	28		2* A,E,J	
LONDON, ONT.	CFPL-TV	10	117kw	CBC	Weed; All-Can	Nov '53	5	6	2	4	5%	1/2	7	58		2* A,L	
MONCTON, N. B.	CKCW-TV	2	5kw	CBC	CSR; Stovin	Dec '54	9	3	3*	3	5%		2	28		1 L	
MONTRÉAL, QUE.	CBFT-TV	2	16kw	All	CBC	Sep '52											
	CBMT	6	44kw	All	CBC	Jan '54											
OTTAWA, ONT.	CBOT	4	9kw	All	CBC												
PETERBOROUGH, ONT.	CHEX-TV	12	260kw	CBC	Weed; All-Can	Mar '55											
PORT ARTHUR, ONT.	CFPA-TV	2	6kw	All	Weed; All-Can	Oct '54	6	1					x	1		L	
QUEBEC, QUE.	CFCM-TV	4	2kw	C,C	Weed; Hardy	Jul '54	x	x	2	4	1%		13	4		1* A,L	
REGINA, SASK.	CKCK-TV	2	20kw	CBC	Weed; All-Can	Jul '54	x	x	2	1/4	3%		6	18		1 L	
RIMOUSKI, QUE.	CJBR-TV	3	61kw	C,C	CSR; Stovin	Nov '54	x	x	1	1/4	2%		1/2	32		1* L	
ST. JOHN, N. B.	CHSJ-TV	4	100kw	CBC	Weed; All-Can	Mar '54	x	x	4	2	5%		10	28		L	
SASKATOON, SASK.	CFQC-TV	8	100kw	C,N,A	CSR; Reps Ltd	Dec '54	5	3	12	7%			3	28		1 L	
SAULT STE. MARIE, ONT.	CJIG-TV	2	5kw	C,C	Weed; All-Can	Nov '54											
SUDSBURY, ONT.	CKSO-TV	5	2kw	All	Weed; All-Can	Oct '53	x	x	2*	1/2	8%		12	5		2 A,L	
SYDNEY, N. S.	CJCB-TV	4	100kw	CBC	Weed; All-Can	Oct '54	4	3	1*	x	5%		10	2		L	
TORONTO, ONT.	CBLT	9	26kw	All	CBC	Sep '52											
VANCOUVER, B. C.	CBUT	2	100kw	All	CBC	Dec '53											
WINNIPEG, MAN.	CBWT	4	56kw	CBC	CBC	Mar '54											

58 hours and 30 minutes per week

As of January 18, 1955 CFCM-TV programmed 58 hours and 30 minutes per week. Local programming occupied 31 hours and 20 minutes; CBC network 27 hours and 10 minutes. French language was featured 45 hours and 20 minutes, English language (including U.S. live and kine) 13 hours and 10 minutes. Top live production is a participating kitchen show 45 minutes daily Monday through Friday. Other live productions include a fashion show, quiz programs for adults and children, news, variety show, comedy, drama, d.j. shows, interview show, weather, and mobile telecast of hockey games. Programming effectiveness is attested by Elliott-Haynes Research which lists CFCM-TV shows (including some English language programs) with highest night ratings of any Canadian station.

National representatives are
Joseph A. Hardy, Montreal and
Toronto, and T. J. Weed, N. Y.

CFCM-TV Channel 4

Quebec City, Quebec (5th city in Canada)



farm PAGE 128

Detailed analysis of farm programming for 190 stations in this category.



feature film PAGE 132

Time periods in which feature films are scheduled. Also name of buyer.



homemaking PAGE 135

Analysis of special offerings of interest to women by categories.



special appeals PAGE 138

Stations with special programs for Negro, foreign language audiences.

TELEVISION CATEGORY DIRECTORY



sports PAGE 139

Regularly featured events on 240 stations indicating network, live or film.



studio facilities PAGE 143

Giving four types of permanent sets, color data, remotes, rear-view screen.



film & slide data PAGE 147

Size & type of slides, type of projector, film size, commercial contact.

farm tv



symbols

- * indicates farm director is member National Assoc. Radio & Tv Farm Directors (April, 1955)
- † indicates station receives program material from the U. S. Dept. of Agriculture

205 stations or 56% of the respondents to the Buyers' Guide questionnaire reported regularly scheduled farm programming. This indicates an increase in the percentage of stations offering this specialty, for in 1954 only 48% of the responding stations reported it. The U. S. Department of Agriculture offers program material to television stations and 78 stations, 38% of the list, reported using this service. 24 stations have farm directors who are members of the National Association of Radio and Television Farm Directors. While most of the farm telecasts deal with market news and weather reports, a large percentage make use of extension services from local colleges and universities.

ALABAMA

- BIRMINGHAM**
†WBRC-TV....3 hrs weekly 4-H, weather, market news
- DECATUR**
WMSL-TV....1/2 hr weekly market news
- MOBILE**
WALA-TV....1/2 hr weekly extension

ARIZONA

- PHOENIX**
KOOL-TV....5 hrs weekly news
KPHO-TV....2 hrs weekly market news, farm hints, etc.
KTVK-TV....1/2 hr weekly market news
KVAR-TV....1/2 hr weekly extension
- TUCSON**
KVOA-TV....market and weather news

ARKANSAS

- FT. SMITH**
KFSA-TV....1/2 hr weekly
- LITTLE ROCK**
KARK-TV....3 hrs weekly farm & market news, on-the-farm films, interviews
KATV....1/2 hr weekly extension, market news, developments, interviews, guests

CALIFORNIA

- BAKERSFIELD**
KERO-TV....1/2 hr weekly
- EUREKA**
KIEM-TV....1/4 hr weekly extension, service
- FRESNO**
†KJEO....2 hrs weekly market news, frost warnings, demonstrations
†KMJ-TV....2 hrs weekly—news, weather, markets, features, extension
- LOS ANGELES**
KABC-TV....1/2 hr Sat—counselor
KHJ-TV....1 hr weekly weather & farm reports in news programs
*KNXT....daily markets, counselor
KRCA-TV....1 hr weekly

SACRAMENTO

- KBET-TV....2 hrs weekly

SAN DIEGO

- KFMB-TV....3 1/2 hr weekly films distributed by agricultural organizations

SAN FRANCISCO

- KPIX....1/2 hr weekly agriculture, extension, etc.
KSAN-TV....1 1/2 hr weekly market news, extension; advice

SAN LUIS OBISPO

- KVEC-TV....1/2 hr weekly A.P. farm news

TULARE

- KVVG....2 hrs weekly market reports

COLORADO

- COLORADO SPRINGS**
KKTV....1/4 hr weekly—market news, crop reports, farm safety, extension
- DENVER**
†KLZ-TV....1/4 hr daily—reporter
- GRAND JUNCTION**
KFXJ-TV....1/4 hr weekly gen. information
- PUEBLO**
†KCSJ-TV....3 hrs weekly—extension, county agents, H.D.A. market news, ditch reports, weather forecasts, farm news

FLORIDA

- JACKSONVILLE**
WMBR-TV....1/2 hr weekly—market news
- PENSACOLA**
WEAR-TV....1/2 hr weekly—market news

GEORGIA

- ATLANTA**
WAGA-TV....3 1/2 hr weekly market news plus farm films
WLW-A....1/2 hr weekly
- AUGUSTA**
WJBF....1 hr weekly—demonstration, extension, 4-H work
- COLUMBUS**
WDAK-TV....2 hrs weekly extension, farm news, markets

IDAHO**BOISE**

KBOI....1 hr weekly—Idaho State Extension, University of Idaho, agricultural films, local & regional market news
KIDO-TV....1/2 hr weekly—market news and interviews

TWIN FALLS

KLIX-TV....1/2 hr weekly

ILLINOIS**CHAMPAIGN**

WCIA....2 hrs weekly—news, market reports, special features

CHICAGO

†WNBO....2 hrs weekly—extension, market, weather news, film features

DECATUR

†WTVP....2 hrs weekly—market, news, buyers guide, interviews

HARRISBURG

WSIL-TV....1 hr weekly

QUINCY

WGEM-TV....2 hrs weekly—extension, market, news

ROCKFORD

WREX-TV....3 hrs weekly—market reports, farm service interviews, gardening (live), Johnott series (So F)

ROCK ISLAND

†WHBF-TV....2 hrs weekly—farm features, and markets

SPRINGFIELD

†*WICS....Market news and special feature

INDIANA**EVANSVILLE**

WEHT....1/2 hr weekly—extension, market news

WFIE-TV....1/2 hr weekly—market news

FORT WAYNE

WKJG-TV....2 hrs weekly—all extension services, farm youth, soil conservation, market news

INDIANAPOLIS

†WFBM-TV....2 hrs weekly—market report, weather, agricultural news, etc.

WISH-TV....2 hrs weekly—extension, home demonstration, consumer mkt. & educ, county agent

LAFAYETTE

WFAM-TV....1/2 hr weekly—market news & Purdue ext. info.

IOWA**AMES**

*WOI-TV....4 hrs weekly—extension, markets, farm news

CEDAR RAPIDS

KCRG-TV....1/4 hr weekly—market news
†WMT-TV....2 hrs weekly—weather, markets, farm news, interviews, demonstrations

DAVENPORT

†*WOC-TV....1/2 hr daily—markets, news, extension

DE MOINES

†*WHO-TV....3 hrs weekly—markets, weather, homemaking, extension, farm news

FORT DODGE

KOTV....1/2 hr weekly—extension, market reports

MASON CITY

KGLO-TV....2 hrs weekly—AP, UP, services, markets, trends, weather, farm features, occasional guests

SIOUX CITY

KTIV....3 hrs weekly
†KVTV....4 hrs weekly—extension, news, market reports, interviews, how-to-do-it

KANSAS**PITTSBURG**

KOAM-TV....2 hrs weekly—markets, farm news, extension service

TOPEKA

*WIBW-TV....2 hrs weekly—markets, farm news

WICHITA

†KTVH....2 hrs weekly—extension

KENTUCKY**HENDERSON**

WEHT....1/2 hr weekly—extension service

LEXINGTON

WLEX-TV....1/2 hr weekly—farm & market reports

LOUISVILLE

WAVE-TV....1 hr weekly—from operated farm

LOUISIANA**BATON ROUGE**

WBRZ....2 hrs weekly—news

MONROE

KNOE-TV....2 hrs weekly—market news, extension, demonstration

NEW ORLEANS

WDSU-TV....5 min. daily—live early morning by representative Dept. of Agriculture

SHREVEPORT

KSLA....15 min. weekly—La. extension service

MAINE**BANGOR**

†WABI-TV 1 hr weekly—extension, market
W-TWO....planned

PORTLAND

†WCSH-TV....1/2 hr weekly—Maine extension service, Maine Dept. Agriculture, Maine experiment station, market news, features

MARYLAND**BALTIMORE**

†*WBAL-TV 1/2 hr Sun roundup

SALISBURY

WBOC-TV....1 hr weekly—local market news

MASSACHUSETTS**BOSTON**

*WBZ-TV....2 hrs weekly—market reports, extension service program

WORCESTER

WWOR-TV....1/2 hr weekly—extension service, market news, etc.

MICHIGAN**ANN ARBOR**

WPAG-TV....1/2 hr weekly extension services, market news, reports, interviews, etc.

BAY CITY

WNEM-TV....1/2 hr weekly

DETROIT

WWJ-TV....2 hrs weekly farm, market news, extension, demonstration, weather reports, special events

GRAND RAPIDS

WOOD-TV....3 hrs weekly

KALAMAZOO

WKZO-TV....1/2 hr weekly extension, veterinary care, animal husbandry, 4-H

TRAVERSE CITY

WPBN-TV....1/2 hr weekly farm program, extension service

MINNESOTA**AUSTIN**

†KMMT....1/2 hr weekly market news, trends, interviews

MISSISSIPPI**JACKSON**

*WLBT....3 hrs weekly market news, extension, interviews, farm news, weather

WSLI-TV....1/2 hr weekly extension

MERIDIAN

WTOK-TV....1 hr weekly extension

MISSOURI**COLUMBIA**

KOMU-TV....1 hr weekly extension, news, markets, do-it-yourself

HANNIBAL

KHQ-TV....Special program

JEFFERSON CITY

KRCG-TV....2 hrs weekly

KANSAS CITY

*KCMO-TV....2 hrs weekly markets, news
WDAF-TV....1/2 hr weekly markets, news

SPRINGFIELD

KTTS-TV....1/2 hr weekly county extension agent

MONTANA**BUTTE**

KXLF-TV....2 hrs weekly

GREAT FALLS

KFBB-TV....20 min. weekly 15 min. extension program, 5 min. market report

MISSOULA

KGVO-TV....1/2 hr weekly market news

NEBRASKA**KEARNEY**

KHOL-TV....2 hrs weekly markets, F.F.A., 4-H county agent

LINCOLN

KOLN-TV....1/2 hr weekly

OMAHA

KMTV....1/2 hr daily markets, news
†WOW-TV....2 hrs weekly U. of Nebraska, Iowa State College, USDA, Omaha grain exchange

NEW HAMPSHIRE**MANCHESTER**

WMUR-TV....1/2 hr weekly extension, market news

NEW MEXICO**ROSWELL**

KSWS-TV....1/2 hr weekly farm extension services of New Mexico, A&M, and Chaves County agricultural agent, etc.

NEW YORK**NEW YORK CITY**

†WRCA-TV....2 hrs weekly agricultural, plns weather

ROCHESTER

WHAM-TV....1 hr weekly weather, etc.

SCHENECTADY

WRGB....daily farm service

SYRACUSE

WHEN-TV....2 hrs weekly—extension, home bureau

UTICA

WKTV....3 1/2 hr weekly—extension, market, produce, animal husbandry, etc.

WATERTOWN

WCNY-TV....farm news, local Ag. & 4-H agents

NORTH CAROLINA**ASHEVILLE**

WLOS-TV....1/2 hr weekly country store program

CHARLOTTE

†WBTV....1/2 hr weekly market reports, general news, weather

DURHAM

†WTVD....2 hrs weekly extension, training, market, regional news

GREENSBORO

†WFMY-TV....1/2 hr daily

GREENVILLE

WNCT....3 hrs weekly extension, general news, (occasional films)

WINSTON-SALEM

WSJS-TV....2 hrs weekly complete area coverage

NORTH DAKOTA**FARGO**

*WDAY-TV....1 hr weekly markets

MINOT

KCJB-TV....3 hrs weekly NDAC in Fargo, local 4-H, local & regional markets

VALLEY CITY

KXJB-TV....7 hrs weekly extension, market, interview, 1/2 daily from North Dakota Agricultural College

OHIO**ASHTABULA**

WICA-TV....2 hrs weekly—extension, news

CINCINNATI

WCPO-TV....1/2 hr weekly—general public service

COLUMBUS

*WBNS-TV....1/2 hr weekly—extension, market news, public service

STEUBENVILLE

WSTV-TV....1/2 hr weekly agriculture extension, 4-H, homemaking

TOLEDO

†WSPD-TV....3 hrs weekly

ZANESVILLE

WHIZ-TV....1/4 hr weekly—interviews, discussions

OKLAHOMA**ENID**

†KGEO-TV....3 hrs weekly—markets, government & state agencies used

OKLAHOMA CITY

†KWTV....3 hrs weekly—extension, soil conservation, vocational agriculture, markets, news, interviews

†WKY-TV....2 hrs weekly—extension, general farm news

TULSA

†KOTV....1/2 hr weekly F.F.A.

†KVOO-TV....4 hrs weekly—extension, market news, all sources

OREGON**MEDFORD**

KBES-TV....1 hr weekly extension

PORTLAND

†KOIN-TV....1/2 hr weekly—special events, extension services, market news, weather Oregon & Washington

KPTV....1/4 hr weekly extension, service

PENNSYLVANIA**ALTOONA**

WFBG-TV....1/4 hr weekly extension

HARRISBURG

WCMB-TV....1 hr weekly local farm news, interviews, FFA, 4-H, market reports, etc.

JOHNSTOWN

WARD-TV....2 hrs weekly national film sources

PHILADELPHIA

WPTZ....1 hr weekly farm market, news reports

READING

WEEU-TV....1/2 hr weekly extension, market news

SCRANTON

WGBI-TV....5 min daily weather

WILKES-BARRE

WILK-TV....planned

RHODE ISLAND**PROVIDENCE**

WJAR-TV....1 hr weekly—market news
WNET....1/2 hr weekly

SOUTH CAROLINA**ANDERSON**

WAIM-TV....1/2 hr weekly—extension

CHARLESTON

WCSC-TV....1/2 hr weekly—local farm topics, and news

COLUMBIA

WIS-TV....1/2 hr weekly all categories

FLORENCE

†WBTW....1/2 hr weekly—extension, market news, weather, etc.

SOUTH DAKOTA**SIOUX FALLS**

KELO-TV....3 hrs weekly—markets, on the farm programs

TENNESSEE**JACKSON**

WDXI-TV....2 hrs weekly—market news, extension, local farm information

JOHNSON CITY

WJHL-TV....1/4 hr weekly—county agents

KNOXVILLE

WTSK-TV....2 hrs weekly—market news, tips

MEMPHIS

WHBQ-TV....1/2 hr weekly—market news
†*WMCT....2 hrs weekly markets, live stock

NASHVILLE

†WSM-TV....1/2 hr weekly—extension, news, market and farm homemaking

TEXAS**ABILENE**

KRBC-TV....1/2 hr weekly—extension, markets, news, etc.

AMARILLO

KFDA-TV....1 hr weekly market & weather reports

KGNC-TV....1/2 hr weekly—various

AUSTIN

KTBC-TV....1/4 hr weekly extension

CORPUS CHRISTI

KVDO-TV....1/2 hr weekly—market news, etc.

EI PASO

XEJ-TV....3/4 hr weekly

FORT WORTH

†WBAP-TV....1/2 hr weekly news, markets, remote features

HARLINGEN

KGBT-TV....1/2 hr weekly—extension, market news

HOUSTON

KTRK-TV....3 hrs weekly

LUBBOCK

KDUB-TV....2 hrs weekly—advance weather news, county agent

SAN ANTONIO

KENS-TV....1 hr weekly—general farm news

TEMPLE

†KCEN-TV....1/2 hr weekly—market news

TEXARKANA

†KCMC-TV....20 min. daily show—covering all phases

WACO

KWTX-TV....4 hrs weekly

WICHITA FALLS

KWFT-TV....1/2 hr weekly—markets, counselor

UTAH**SALT LAKE CITY**

†KSL-TV....2 hrs weekly—extension service, news, weather, market news, etc.

KUTV....1/2 hr weekly—market and news

VERMONT**BURLINGTON**

WMVT....1 hr weekly—extension, general farm news

VIRGINIA**LYNCHBURG**

†WLVA-TV....2 hrs weekly—extension, V.P.I.

NORFOLK

WTAR-TV....Extension, weather (by graduate meteorologist)

RICHMOND

†WTVR....3 hrs weekly—extension, farm news, rural weather forecast

WASHINGTON**PASCO**

KEPR-TV....1 hr weekly—extension, how-to-do-it

SEATTLE

†KOMO-TV....1 hr weekly all types

SPOKANE

†KHQ-TV....1/2 hr weekly

TACOMA

KTNT-TV....1 hr weekly

YAKIMA

KIMA-TV....1 hr weekly—extension, how-to-do-it

WEST VIRGINIA**CHARLESTON**

WCHS-TV....1/2 hr weekly—extension, market news, crop reports, service, etc.

WKNA-TV....1/2 hr weekly—extension, market news

HUNTINGTON

*WSAZ-TV....2 hrs weekly—stock reports, grain & vegetable reports, general farm news, weather

OAK HILL

WOAY-TV....1/2 hr weekly—county agent, 4-H, extension

(Continued on page 152)

What the heck's Joe Floyd doing with Florence?

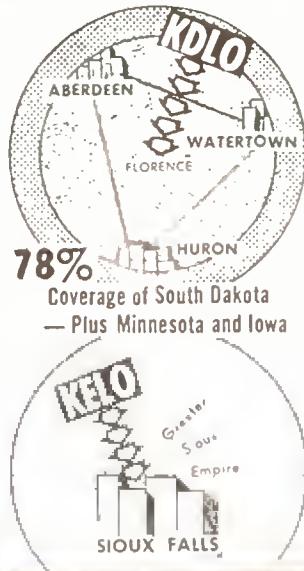
(South Dakota)

He's putting a whole new market on the tv map . . . 78,000 single-station homes, massed in the great Aberdeen-Watertown-Huron triangle . . . reached only by the new, Joe Floyd-operated KDLO-TV, (CHANNEL 3), a proud, powerful interconnected companion of KELO-TV, Sioux Falls.



JOE FLOYD, president

NBC (TV) PRIMARY • ABC • CBS • DUMONT



KDLO
KELO
KPELO

feature films



City & state	Call letters	AM	Aft	Eve	Late	Contact
ALABAMA						
BIRMINGHAM	WABT	x	x	x		Ray A. Furr
	WBRC-TV	x	x	x		Keith Williams
DECATUR	WMSL-TV	x	x	x		Bill Guy
MOBILE	WALA-TV	x				A. C. Holman
MONTGOMERY	WCIV-TV		x			Robert House
ARIZONA						
PHOENIX	KOOL-TV	x	x			Charles H. Garland
	KPHO-TV		x			C. A. Larson
	KTVK		x	x		
	KVAR	x	x			Dwight Harkins
TUCSON	KOPO-TV	x	x	x		R. A. Williams
	KVOA-TV	x	x	x		John C. Underwood
YUMA	KIVA		x			Arthur Fszol
ARKANSAS						
FORT SMITH	KFSA-TV	x	x			Pat Porta
LITTLE ROCK	KARK-TV	x	x	x		Dale Hart
	KATV		x			James Cowser
CALIFORNIA						
BAKERSFIELD	KBAK-TV	x	x	x		A. H. Constant
	KERO-TV	x	x			John Ballinger
CHICO	KHSL-TV			x		M. F. Woodling
EUREKA	KIEM-TV		x	x		W. B. Smullin
FRESNO	KJEO	x	x	x	x	Joe Drilling
	KMJ-TV	x		x		William Curtis
LOS ANGELES	KABC-TV	x	x	x		Vic England
	KCOP	x	x	x		Al Flannagan
	KHJ-TV	x	x	x		James D. Higson
	KNXT	x	x	x		Bob Hurlbut
	KRCA-TV	x		x		George Burke
	KTLA	x		x		Leland G. Muller
	KTTV	x	x	x		Richard Woollen
SACRAMENTO	KBET-TV	x	x	x		Roger Van Duzer
	KCCC-TV		x	x		Kenneth Michael
SALINAS	KSBW-TV		x	x		Peg Miner
SAN DIEGO	KFMB-TV	x	x	x		Bill Fox
	KFSD-TV	x	x	x		Jack Tolen
	XETV	x	x	x		Julian M. Kauffman
SAN FRANCISCO	KGO-TV		x	x		Bob Mitchell
	KPIX	x	x	x		Wm. C. Dempsey
	KRON-TV	x	x	x		N. Louvau
	KSAN-TV		x			N. J. Patterson
SAN LUIS OBISPO	KVEC-TV	x	x	x		Si Darrah
SANTA BARBARA	KEY-T	x	x	x		Russell Furse
STOCKTON	KOVR	x	x	x		Jay Watson
TULARE	KTVU	x	x	x		Dave Hume
	KVVG	x	x	x		Sheldon Anderson
COLORADO						
COLO. SPRINGS	KKTV	x	x			Cecil Seavy
	KRDO-TV		x			Harry Hoth
DENVER	KBTM	x	x			W. L. Murray
	KFEL-TV	x		x		Tom Breen
GRAND JUNC.	KFXJ-TV		x	x		TV, Inc., New York
PIEBLO	KCSJ-TV	x	x	x		Douglas D. Kahle

361 stations (95% of total respondents) reported daily feature film programming. That's about the same ratio as last year. However, more stations offer late evening film shows in 1955—88% of respondents as against 78% in 1954. Afternoon films were reported by 60% of the stations, early evening by 33% and morning shows by 16%.

City & state	Call letters	AM	Aft	Eve	Late	Contact
CONNECTICUT						
BRIDGEPORT	WICC-TV		x			Willie Dunlap
HARTFORD	WGTH-TV		x			Dan German
NEW BRITAIN	WKNB-TV	x	x	x	x	Philip B. Hale
NEW HAVEN	WNHC-TV		x			Bill Mulvey
DISTRICT OF COLUMBIA						
WASHINGTON	WRC-TV	x	x	x		George Dorsey
	WTOP-TV	x	x	x		Lenore Salzman
	WTG	x	x	x		Vic Guidice
FLORIDA						
FT. LAUDERDALE	WGBS-TV	x	x			John L. Crosby
	WITV		x			Arthur L. Gray
JACKSONVILLE	WMBR-TV	x	x			Harry Kalkines
ORLANDO	WDBO-TV		x			W. E. Sickles
PENSACOLA	WEAR-TV	x	x			Jerry Williams
ST. PETERSBURG	WSUN-TV	x	x			Bob Gilbert
W. PALM BEACH	WEAT-TV		x			Shirlee Barish
	WIRK-TV		x			
GEORGIA						
ALBANY	WALB-TV	x	x	x		
ATLANTA	WAGA-TV	x	x	x		Don Naylor
	WLW-A	x	x	x		Alvin Sussman
	WQXI-TV		x	x		Pat Kelly
AUGUSTA	WJBF	x	x			Tom Hennesy
COLUMBUS	WDAK-TV	x	x	x		Bill Mackenzie
	WRBL-TV	x	x	x		Hollywood Tv
						Ridley Bell
IDAHO						
BOISE	KBOI	x	x			Earl Glade
	KIDO-TV	x	x			Jack Link
IDAHO FALLS	KID-TV	x	x			Jack Link
TWIN FALLS	KLIX-TV	x	x			Frank C. McIntyre
ILLINOIS						
BELLEVILLE	WTVI		x			Jerrell Henry
CHAMPAIGN	WCIA	x	x	x		
CHICAGO	WBBM-TV	x	x	x		Van G. Cominos
	WBKB	x	x	x		Ralph Andrews
	WGN-TV	x	x	x		Elizabeth Bain
	WNBQ	x	x	x		Isabelle Conney
DANVILLE	WDAN-TV	x	x	x		Bill Dorn
DECATUR	WTVP	x	x	x		Paul K. Taff
HARRISBURG	WSIL-TV	x	x	x		O. L. Turner
PEORIA	WEEK-TV	x	x	x		R. E. Johnson
	WTvh-TV		x	x		Robert Holben
QUINCY	WGEM	x	x	x		Ted Austin
ROCKFORD	WREX-TV	x	x	x		Donna Maizee
	WTVO	x	x	x		Carl P. Stemler
ROCK ISLAND	WHBF-TV	x	x	x		Forest W. Cooke
SPRINGFIELD	WICS	x	x	x		Jack Hoskins
INDIANA						
ELKHART	WSJV-TV	x	x	x		E. J. Lasker
EVANSVILLE	WEHT	x	x	x		Cecil Sansbury
	WFIE-TV	x	x	x		Ted Nelson
FT. WAYNE	WIN-T	x	x	x		Robert C. Currie Jr.
	WKJG-TV	x	x	x		Carlo Mahlock

City & state	Call letters	AM	Alt	Eve	Late	Contact
INDIANAPOLIS	WFBN-TV		x			Hugh L. Kibbey
LAFAYETTE	WISH-TV		x	x		R. B. McConnell
SOUTH BEND	WFAM-TV	x	x	x		James R. Potter
	WSBT-TV	x	x	x		Walter Sweitzer
IOWA						
AMES	WOI-TV			x		Bob Mulhall
CEDAR RAPIDS	KCRG-TV			x		Ralph P. Willey
DAVENPORT	WMT-TV	x	x	x		Douglas Grant
DES MOINES	WOC-TV	x	x	x		Kenneth Wagner
FORT DODGE	KGTV			x		Harold Fulton
MASON CITY	WHO-TV	x	x	x		Jack Kerrigan
SIOUX CITY	KQTV			x		Vernon Gielow
WATERLOO	KGLO-TV			x		Bill Lucas
	KTIV			x		Don Sullivan
	KVTV			x		Don Inman
	KWWL-TV	x	x	x		
KANSAS						
GREAT BEND	KCKT-TV			x		Ben Butler
PITTSBURG	KOAM-TV	x	x	x		R. E. Wade
TOPEKA	WIBW-TV	x	x	x		Art Holbrooke
WICHITA	KAKE-TV	x	x	x		
	KEDD	x	x	x		Jack Chester
	KTVH			x		E. W. Dalter
KENTUCKY						
HENDERSON	WEHT	x	x	x		Cecil Sansbury
LEXINGTON	WLEX-TV			x		
LOUISVILLE	WAVE-TV	x	x	x		George Patterson
LOUISIANA						
ALEXANDRIA	KALB-TV		x	x		Tom Palmer
BATON ROUGE	WBRZ	x		x		National Tv Corp.
LAKE CHARLES	KPLC-TV	x	x	x		Don Johnson
	KTAG-TV	x	x	x		Warren Berwick
MONROE	KNOE-TV	x		x		Harry Arthur
NEW ORLEANS	WDSU-TV			x		Ivy de Louche
	WJMR-TV			x		George A. Mayoral
SHREVEPORT	KSLA	x	x	x		Bernie R. Fleet
MAINE						
BANGOR	WABI-TV			x		Richard B. Bronson
	W-TWO	x	x	x		Variety Film Corp.
LEWISTON	WLAM-TV	x		x		Frank Hoy
PORTLAND	WCSH-TV	x	x	x		Bill Kerkos
	WGAT-TV			x		Samuel G. Henderson Jr.
MARYLAND						
BALTIMORE	WAAM	x	x	x		Herbert B. Cahan
	WBAL-TV	x	x	x		Sydney Barbet
	WMAR-TV	x	x	x		David D. B. Stickle
SALISBURY	WBOC-TV	x	x	x		J. W. Downing Jr.
MASSACHUSETTS						
BOSTON	WBZ-TV	x	x	x		R. G. Duffield
	WNAC-TV			x		James Pike
CAMBRIDGE	WTAO-TV	x		x		Theo. B. Pittman
PITTSFIELD	WMGT	x	x	x		M. R. Bolender
SPRINGFIELD	WWLP	x	x	x		Milton Slater
WORCESTER	WWOR-TV	x	x	x		Harold Eckman
MICHIGAN						
ANN ARBOR	WPAG-TV			x		R. W. Kirkpatrick
BAY CITY	WNEM-TV	x	x	x		Harry E. Traris
DETROIT	CKLW-TV	x	x	x		Art MacColl
	WJBK-TV	x	x	x		Bob Buchanan
	WWJ-TV	x	x	x		Frank Picard II
	WXYZ-TV	x	x	x		John Pival
GRAND RAPIDS	WOOD-TV	x		x		Clark Grant
KALAMAZOO	WKZO-TV			x		Charles T. Lynch
LANSING	WJIM-TV			x		Phil Sherck
	WTOM-TV	x	x	x		Frances Wilson
SAGINAW	WKNX-TV	x	x	x		Westley Lambert
TRAVERSE CITY	WPBN-TV	x	x	x		John Anderson
MINNESOTA						
AUSTIN	KMMT	x	x	x		Tom Steensland
DULUTH	KDAL-TV	x	x	x		Earl Henton
MINNEAPOLIS	KEYD-TV	x	x	x		R. C. Fransen
ST. PAUL	WMIN-TV	x	x	x		Oscar Backlund
	WTCH-TV	x	x	x		Gene Wecker
ROCHESTER	KROC-TV			x		Don Perry

City & state	Call letters	AM	Alt	Eve	Late	Contact
JACKSON	WJTV			x		Dale Baum
	WLBT			x		Maurice Thompson
MERIDIAN	WSLI-TV	x	x	x		Fitz Hooton
	WTOK-TV	x		x		George Shannon
MISSISSIPPI						
MISSOURI						
COLUMBIA	KOMU-TV		x	x	x	John Conwell
HANNIBAL	KHQ-TV			x	x	
JEFFERSON CITY	KRCG-TV			x	x	Charles Lotz Jr.
JOPLIN	KSWM-TV			x	x	Austin A. Harrison
KANSAS CITY	KCMO-TV	x	x	x		T. R. Thompson
	KMBC-TV			x	x	Ken Greenwood
	WDAF-TV			x	x	John Kriyas
SPRINGFIELD	KTTS-TV	x		x		Jack Lloyd
MONTANA						
BUTTE	KXLF-TV			x	x	Jim Manning
GREAT FALLS	KFBB-TV			x	x	Le Roy Stahl
MISSOULA	KGVO-TV	x		x		A. J. Mosby
NEBRASKA						
HOLDREGE	KHOL-TV		x	x		K. Cooper
LINCOLN	KOLN-TV			x	x	Paul Jensen
OMAHA	KMTV			x	x	Bill McBride
	WOW-TV	x	x	x		
NEVADA						
LAS VEGAS	KLAS-TV	x		x		James A. Lilly
RENO	KZTV			x		
NEW HAMPSHIRE						
MANCHESTER	WMUR-TV	x		x		W. A. Gildersleeve
NEW JERSEY						
NEWARK	WATV	x		x		Robert M. Paskow
NEW MEXICO						
ALBUQUERQUE	KGGM-TV			x	x	George B. Morgan
	KOAT-TV	x	x	x		Ted L. Snider
	KOB-TV	x	x	x		Dorothy Smith, Rolf S. Neilsen
ROSWELL	KSWS-TV	x	x	x		Jack E. Shafer
NEW YORK						
ALBANY	WROW-TV	x		x		
BINGHAMTON	WTRI	x		x		Paul Jacobson
BUFFALO	WNBF-TV	x		x		Ed Scala
KINGSTON	WGR-TV	x	x	x		Van Buren Devrios
NEW YORK	WKNY-TV			x		Irv Rose
	WABC-TV	x	x	x		George Rice
	WABD	x	x	x		Henry Humphrey
	WCBS-TV	x	x	x		William Lacey
	WOR-TV	x	x	x		Mil Fenster
	WPIX	x		x		Carol Levine
PLATTSBURG	WRCA-TV	x	x	x		Richard L. Berman
ROCHESTER	WIRI	x	x	x		Hal Wilson
	WHAM-TV	x	x	x		Charles Siverson
	WHEC-TV	x	x	x		J. P. Reidenbach
	WVET-TV	x	x	x		Paul C. Louther, Arthur V. Cook
SYRACUSE	WHEN-TV	x	x	x		Gordon Alderman
	WSYR-TV	x	x	x		Wm. V. Rothrum
UTICA	WKTW	x		x		Frank Gruenwald
WATERTOWN	WCNY-TV	x	x	x		David Graves
NORTH CAROLINA						
ASHEVILLE	WLOS-TV			x		Charles B. Britt
CHARLOTTE	WBTV			x		Charles Seward
DURHAM	WTVD			x		Dale Baum
GREENSBORO	WFMY-TV			x		Jack Wiggins
GREENVILLE	WNCT			x		Bill Carroll
WILMINGTON	WMFD-TV			x		John MacNeil
WINSTON-SALEM	WSJS-TV	x	x	x		John Comas
NORTH DAKOTA						
FARGO	WDAY-TV	x	x	x	x	Ken Kennedy
MINOT	KCJB-TV	x	x	x	x	Herman Burkhardt
VALLEY CITY	KXJB-TV	x	x	x	x	Judy Lauton
OHIO						
AKRON	WAKR-TV			x	x	Blyce M. Wright
ASHTABULA	WICA-TV			x	x	
CINCINNATI	WCPO-TV	x	x	x	x	Sid Barger
	WKRC-TV			x	x	Emil Bergdolt
	WLW-T	x	x	x	x	Art Verins

City & state	Call letters	AM	Aft	Eve	Late	Contact
4						
NEWS	X	X				
WXEL	X	X	X	X		
WBNS-TV	X	X	X	X		
WLW-C		X				
WTVN-TV	X	X	X	X		
WHIO-TV		X				
WLW-D		X				
WLOK-TV		X				
WSTV-TV	X	X	X	X		
WSPD-TV		X				
WFMJ-TV	X	X	X	X		
WKBN-TV	X	X	X	X		
WHIZ-TV		X	X	X		
OKLAHOMA						
ENID	KGEO-TV	X	X	X		
MUSKOGEE	KTVX	X	X	X		
OKLA CITY	KMPT		X			
KTVQ		X				
KWTV	X	X	X	X		
WKY-TV	X	X	X	X		
KOTV		X	X	X		
KVOO-TV	X	X	X	X		
OREGON						
EUGENE	KVAL-TV		X			
MEDFORD	KBES-TV		X			
PORTLAND	KOIN-TV		X			
KPTV	X	X	X	X		
PENNSYLVANIA						
ALLENTOWN	WFMZ-TV	X	X	X		
ALTOONA	WFBG-TV	X	X	X		
BETHLEHEM	WLEV-TV		X			
FASTON	WGLV		X			
FRIE	WICU	X	X	X		
HARRISBURG	WSEE-TV	X	X	X		
	WCMB-TV	X	X	X		
	WHP-TV	X	X	X		
	WTPA	X	X	X		
JOHNSTOWN	WARD-TV		X	X		
	WJAC-TV		X	X		
PHILADELPHIA	WCAU-TV		X	X		
	WFIL-TV	X	X	X		
PITTSBURGH	WPTZ	X	X	X		
READING	KDKA-TV	X	X	X		
SCRINTON	WEEU-TV	X	X	X		
	WHUM-TV	X	X	X		
	WARM-TV	X	X	X		
	WGBI-TV	X	X	X		
	WTWU		X			
WILKES-BARRE	WILK-TV	X	X	X		
YORK	WNOW-TV	X	X	X		
	WSBA-TV	X	X	X		
RHODE ISLAND						
PROVIDENCE	WJAR-TV		X			
	WNET		X			
SOUTH CAROLINA						
ANDERSON	WAIM-TV	X	X	X		
CHARLESTON	WCSC-TV	X	X	X		
COLLMBIA	WCOS-TV	X	X	X		
FLORENCE	WIS-TV	X	X	X		
GREENVILLE	WBTV	X	X	X		
SOUTH DAKOTA	WGVL-TV	X	X	X		
SIOUX CITY	KELO-TV		X			
TENNESSEE						
CHATTANOOGA	WDEF-TV	X	X	X		
JACKSON	WDXI-TV	X	X	X		
JOHNSON CITY	WJHL-TV	X	X	X		
KNOXVILLE	WATE-TV		X			
	WTSK-TV	X	X	X		
	WHBQ-TV	X	X	X		
	WLAC-TV	X	X	X		
	WSIX-TV	X	X	X		
	WSM-TV	X	X	X		
TEXAS						
ABILENE	KRBC-TV	X	X	X		
WACO	KFDA-TV	X	X	X		
KGNC-TV	X	X	X	X		
HUSTON	KTBC-TV	X	X	X		
CORPUS CHRISTI	KVDO-TV		X			
DALLAS	KRLD-TV		X			
	WFAA-TV	X	X	X		
EL PASO	KROD-TV		X			
	KTSM-TV	X	X	X		
	XEJ-TV	X	X	X		
FORT WORTH	WBAP-TV	X	X	X		
GALVESTON	KGUL-TV	X	X	X		
HARLINGEN	KGBT-TV		X			
HOUSTON	KTRK-TV	X	X	X		
LONGVIEW	KTVE	X	X	X		
LIBBOCK	KDUB-TV	X	X	X		
SAN ANGELO	KTXL-TV	X	X	X		
SAN ANTONIO	KENS-TV	X	X	X		
	WOAI-TV	X	X	X		
TEMPLE	KCEN-TV	X	X	X		
TEXARKANA	KCMC-TV	X	X	X		
WACO	KANG-TV	X	X	X		
WICHITA FALLS	KFDX-TV	X	X	X		
	KWFT-TV	X	X	X		
UTAH						
SALT LAKE CITY	KSL-TV	X	X	X		
	KTVT	X	X	X		
	KUTV	X	X	X		
VERMONT						
BURLINGTON	WMVT	X	X	X		
VIRGINIA						
LYNCHBURG	WLVA-TV	X	X	X		
NEWPORT NEWS	WACH-TV	X	X	X		
NORFOLK	WTAR-TV	X	X	X		
	WVEC-TV	X	X	X		
WASHINGTON						
BELLINGHAM	KVOS-TV	X	X	X		
SEATTLE	KING-TV	X	X	X		
	KOMO-TV	X	X	X		
SPOKANE	KHQ-TV	X	X	X		
	KREM-TV	X	X	X		
	KXLY-TV	X	X	X		
TACOMA	KTNT-TV	X	X	X		
	KTVW	X	X	X		
YAKIMA	KIMA-TV	X	X	X		
WEST VIRGINIA						
CHARLESTON	WCHS-TV		X			
	WKNA-TV		X			
HUNTINGTON	WSAZ-TV	X	X	X		
OAK HILL	WOAY-TV	X	X	X		
PARKERSBURG	WTAP	X	X	X		
WHEELING	WTRF-TV	X	X	X		
WISCONSIN						
FAIR CLAIRE	WEAU-TV		X			
GREEN BAY	WBAY-TV		X			
LA CROSSE	WKBT		X			
MADISON	WKOW-TV	X	X	X		
	WMTV	X	X	X		
MARINETTE	WMBV-TV	X	X	X		
WISCONSIN	WCAN-TV	X	X	X		
	WTMJ-TV	X	X	X		
	WTWU	X	X	X		
	WXIX	X	X	X		
	WSAU-TV	X	X	X		
CANADA						
CALGARY, ALTA.	CHCT-TV	X	X	X		
EDMONTON,	CFRN-TV		X			
ALTA.	CKWS-TV		X			
KINGSTON, ONT.			X			
KITCHENER,			X			
ONT.	CKCO-TV	X	X	X		
LONDON, ONT.	CFPL-TV	X	X	X		
MONCTON, N. B.	CKCW-TV		X			
MONTRAL,			X			
QUEBEC	CBMT		X			
PORT ARTHUR,			X			
ONT.	CFPA-TV		X			
QUEBEC, QUE.	CFCM-TV	X	X	X		
REGINA, SASK.	CKCK-TV		X			
RIMOUSKI, QUE.	CJBR-TV		X			
ST. JOHN, N. B.	CHSJ-TV		X			
SASKATOON,			X			
SASK.	CFQC-TV		X			
SUDBURY	CKSO-TV	X	X	X		
SYDNEY	CJCB-TV	X	X	X		

homemaking



symbols

x indicates station covers appeal under
column heading
See master directory for homemaking
hours per week

In the early days of television the term homemaking was synonymous with kitchen shows, for most women's programs concentrated almost exclusively on this appeal. Today, homemaking is a broad term covering most areas of interest to women. In general, however, this type of programming falls into six main categories: kitchen, home decoration, child care, do-it-yourself, fashion and beauty. In summary, kitchen shows are still most popular, with 90% of the 266 stations reporting this data. Home decoration and fashion tie for second place, with 70% of the respondents claiming them. Beauty ranks next with 55% reporting, while do-it-yourself is close with 54%. Child care was reported by the least number of stations, 27% of the total. All these stations reported at least one permanent set for their homemaking programs: 91% have kitchen sets, 98% have living room sets and 75% have outdoor patio sets (see special category listing on studio facilities, starting p. 143 for this data).

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
ALABAMA														
BIRMINGHAM	WABT	x	x	x	x	x	x			x	x		x	x
DECATUR	WBRC-TV	x	x							x	x	x	x	x
MOBILE	WMSL-TV	x				x	x							
MONTGOMERY	WALA-TV	x	x			x	x							
	WCOV-TV	x	x			x								
ARIZONA														
PHOENIX	KOOL-TV	x				x	x						x	x
	KPHO-TV	x											x	x
TUCSON	KTVK	x	x	x	x	x	x			x	x		x	x
	KOPO-TV	x	x	x	x	x	x							
	KVOA-TV			x		x	x							
ARKANSAS														
EL RAY SMITH	KFSA-TV	x	x		x	x	x						x	x
LITTLE ROCK	KARK-TV	x	x	x	x	x	x						x	x
	KATV	x											x	x
CALIFORNIA														
BAKERSFIELD	KERO-TV	x	x		x	x	x							
EUREKA	KIEM-TV	x	x	x	x	x	x							
FRESNO	KJEO	x	x										x	x
LOS ANGELES	KMJ-TV	x	x		x	x							x	x
	KCOP	x						x	x				x	x
	KHJ-TV	x											x	x
	KRCA-TV	x	x	x	x	x	x							
	KTCA	x												
	KTTV		x		x	x	x							
SACRAMENTO	KBET-TV	x	x	x	x	x	x						x	x
SALINAS	KSBW-TV	x	x			x							x	x
SAN DIEGO	KFMB-TV	x											x	x
SAN FRANCISCO	KFSD-TV	x	x	x		x	x						x	x
	KGO-TV	x				x	x							
	KPIX	x	x											
	KRON-TV	x	x			x	x						x	x
SAN LUIS OBISPO	KVEC-TV									x	x		x	x
SANTA BARBARA	KEY-T									x	x	x	x	x
STOCKTON	KOVR									x	x		x	x
	KTVU													
COLORADO														
COLORADO SPRINGS	KKTV									x	x	x	x	x
DENVER	KBTW									x	x	x	x	x
GRAND JUNCTION	KFXJ-TV									x	x		x	x
PUEBLO	KCSJ-TV									x	x	x	x	x
CONNECTICUT														
NEW BRITAIN	WKNB-TV									x	x		x	x
NEW HAVEN	WNHC-TV									x	x	x	x	x
DISTRICT OF COLUMBIA														
WASHINGTON	WRC-TV									x	x		x	x
	WTOP-TV									x	x	x	x	x
	WTTG									x	x	x	x	x
FLORIDA														
JACKSONVILLE	WMBR-TV									x				
ORLANDO	WDBO-TV									x	x		x	x
PENSACOLA	WEAR-TV									x	x	x	x	x
ST. PETERSBURG	WSUN-TV									x	x	x	x	x
GEORGIA														
ALBANY	WALB-TV									x	x	x	x	x
ATLANTA	WAGA-TV									x	x		x	x
	WLW-A												x	x
	WQXI-TV									x	x	x	x	x
	WJBF									x	x	x	x	x
	WRDW-TV									x	x	x	x	x
	WDAK-TV									x	x	x	x	x
	WRBL-TV									x	x	x	x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty	Kitchen	Home Decor	You Do-It	Child Care	Fash- ion	Beauty
IDAHO													
BOISE	KBOI	x	x			x							
TWIN FALLS	KIDO-TV	x	x										
	KLIX-TV	x	x	x	x	x	x						
ILLINOIS													
CHAMPAIGN	WCIA	x	x			x	x						
CHICAGO	WBKB	x	x		x	x	x						
	WGN-TV	x	x	x	x	x	x						
	WNBQ	x	x	x		x	x						
DECatur	WTVP	x	x	x	x								
HARRISBURG	WSIL-TV			x									
QUINCY	WGEM-TV	x	x	x	x	x	x						
ROCKFORD	WREX-TV	x	x	x	x	x	x						
ROCK ISLAND	WHBF-TV	x	x			x	x						
SPRINGFIELD	WICS	x	x			x							
INDIANA													
ELKHART	WSJV-TV	x	x	x	x	x	x						
EVANSVILLE	WEHT	x	x	x	x	x	x						
	WFIE-TV	x	x	x		x	x						
FORT WAYNE	WIN-T	x											
INDIANAPOLIS	WFBM-TV	x											
	WISH-TV	x	x	x									
SOUTH BEND	WSBT-TV	x											
IOWA													
AMES	WOI-TV	x	x	x	x	x	x						
CEDAR RAPIDS	KCRG-TV	x											
	WMT-TV	x		x		x	x						
DAVENPORT	WOC-TV	x	x	x		x	x						
FORT DODGE	KQTV	x	x	x		x	x						
MASON CITY	KGLO-TV	x	x	x	x	x	x						
SIOUX CITY	KTIV	x	x	x	x	x	x						
	KVTV	x	x	x		x	x						
KANSAS													
TOPEKA	WIBW-TV	x											
WICHITA	KAKE-TV	x	x	x	x		x	x					
	KTVH	x	x	x									
KENTUCKY													
HENDERSON	WEHT	x	x	x	x	x							
LEXINGTON	WLEX-TV	x				x	x						
LOUISVILLE	WAVE-TV	x	x	x	x	x	x						
LOUISIANA													
BATON ROUGE	WBRZ	x	x	x	x	x	x						
LAKE CHARLES	KPLC-TV	x	x			x	x						
	KTAG-TV	x	x	x			x						
MONROE	KNOE-TV	x		x		x							
NEW ORLEANS	WDSU-TV	x	x	x	x	x	x						
	WJMR-TV	x	x	x		x	x						
SHREVEPORT	KSLA	x		x									
MAINE													
BANGOR	WABI-TV	x	x	x	x	x	x						
	W-TWO	x		x		x							
LEWISTON	WLAM-TV	x	x	x		x	x						
PORTLAND	WCSH-TV	x	x	x	x	x	x						
	WGAT-TV	x	x	x	x	x	x						
MARYLAND													
BALTIMORE	WAAM	x	x	x	x	x	x						
	WMAR-TV	x	x										
SALISBURY	WBOC-TV						x						
MASSACHUSETTS													
BOSTON	WBZ-TV	x	x	x	x		x	x					
	WNAC-TV	x	x	x	x		x	x					
CAMBRIDGE	WTAO-TV			x									
SPRINGFIELD													
WORCESTER	WWLP	x	x	x	x	x	x	x					
	WWOR-TV	x	x	x	x	x	x	x					
MICHIGAN													
BAY CITY	WNEM-TV							x	x	x	x	x	x
DETROIT	CKLW-TV	x	x	x	x	x	x	x	x	x	x	x	x
	WWJ-TV	x	x	x	x	x	x	x	x	x	x	x	x
	WXYZ-TV	x	x	x	x	x	x	x	x	x	x	x	x
GRAND RAPIDS	WOOD-TV	x	x	x	x	x	x	x	x	x	x	x	x
KALAMAZOO	WKZO-TV							x	x	x	x	x	x
LANSING	WJIM-TV	x	x	x	x	x	x	x	x	x	x	x	x
SAGINAW	WKNX-TV	x					x	x	x	x	x	x	x
TRAVERSE CITY	WPBN-TV	x	x										
MINNESOTA													
DULUTH	KDAL-TV	x	x	x	x	x	x	x	x	x	x	x	x
MINNEAPOLIS	KEYD-TV	x	x	x	x	x	x	x	x	x	x	x	x
ROCHESTER	KROC-TV	x	x	x	x	x	x	x	x	x	x	x	x
ST. PAUL	WMIN	x	x	x	x	x	x	x	x	x	x	x	x
MISSISSIPPI													
JACKSON	WLBT	x											
MISSOURI													
COLUMBIA	KOMU-TV							x	x	x	x	x	x
KANSAS CITY	KCMO-TV	x	x	x	x	x	x	x	x	x	x	x	x
	WDAF-TV	x						x	x	x	x	x	x
SPRINGFIELD	KTTS-TV	x						x	x	x	x	x	x
MONTANA													
BUTTE	KXLF-TV							x	x	x	x	x	x
GREAT FALLS	KFBB-TV	x	x	x	x	x	x	x	x	x	x	x	x
NEBRASKA													
KEARNEY	KHOL-TV	x	x	x	x	x	x	x	x	x	x	x	x
LINCOLN	KOLN-TV	x	x	x	x	x	x	x	x	x	x	x	x
OMAHA	WOW-TV	x	x	x	x	x	x	x	x	x	x	x	x
NEVADA													
LAS VEGAS	KLAS-TV	x	x	x	x	x	x	x	x	x	x	x	x
NEW HAMPSHIRE													
MANCHESTER	WMUR-TV	x	x	x	x	x	x	x	x	x	x	x	x
NEW MEXICO													
ALBUQUERQUE	KOB-TV	x	x	x	x	x	x	x	x	x	x	x	x
ROSWELL	KSWS-TV	x	x	x	x	x	x	x	x	x	x	x	x
NEW YORK													
ALBANY	WROW-TV	x											
	WTRI	x	x										
BINGHAMTON	WNBF-TV	x											
BUFFALO	WGR-TV	x											
NEW YORK CITY	WABD	x											
	WRCA-TV	x	x	x	x	x	x	x	x	x	x	x	x
PLATTSBURG	WIRI	x	x	x	x	x	x	x	x	x	x	x	x
ROCHESTER	WHAM-TV	x	x	x	x	x	x	x	x	x	x	x	x
	WHEC-TV	x											
SCHENECTADY	WRGB	x	x	x	x	x	x	x	x	x	x	x	x
SYRACUSE	WHEN-TV	x	x	x	x	x	x	x	x	x	x	x	x
UTICA	WKTW	x											
NORTH CAROLINA													
ASHEVILLE	WLOS-TV	x											
CHARLOTTE	WBTV	x	x	x	x	x	x	x	x	x	x	x	x
DURHAM	WTVD	x	x	x	x	x	x	x	x	x	x	x	x
GREENSBORO	WFMY-TV	x											
GREENVILLE	WNCT	x											
WILMINGTON	WMFD-TV	x	x	x	x	x	x	x	x	x	x	x	x
WINSTON-SALEM	WSJS-TV	x	x	x	x	x	x	x	x	x	x	x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fashion	Beauty
NORTH DAKOTA							
MINOT	KCJB-TV	x	x			x	x
VALLEY CITY	KXJB-TV	x	x	x		x	x
OHIO							
AKRON	WAKR-TV	x					
ASHTABULA	WICA-TV	x	x	x		x	x
CINCINNATI	WCPO-TV				x	x	x
	WLW-T	x	x				
CLEVELAND	WXEL	x	x			x	x
COLUMBUS	WBNS-TV	x	x	x		x	x
	WLW-C	x	x	x	x	x	x
	WTVN-TV	x	x	x			
STEUBENVILLE	WSTV-TV	x	x	x	x	x	x
TOLEDO	WSPD-TV	x	x	x	x	x	x
YOUNGSTOWN	WKBN-TV	x	x	x		x	x
OKLAHOMA							
ENID	KGEO-TV	x					
MUSKOGEE	KTVX	x	x			x	
OKLAHOMA CITY	KWTV	x	x	x	x	x	x
	WKY-TV	x	x	x		x	
TULSA	KOTV	x	x	x	x	x	x
	KVOO-TV	x	x	x	x	x	x
OREGON							
EUGENE	KVAL-TV	x	x	x		x	
MEDFORD	KBES-TV	x	x			x	x
PORTLAND	KOIN-TV	x					
	KPTV	x	x			x	x
PENNSYLVANIA							
ALLENTOWN	WFMZ-TV	x					
ALTOONA	WFBG-TV		x			x	
ERIE	WICU-TV	x	x			x	x
JOHNSTOWN	WARD-TV			x	x	x	
PHILADELPHIA	WCAU-TV	x	x	x			
	WFIL-TV	x	x	x	x	x	x
	WPTZ	x	x	x	x	x	x
PITTSBURGH	KDKA-TV	x	x		x	x	
READING	WEU-TV	x	x	x		x	x
	WHUM-TV	x		x		x	x
SCRANTON	WARM-TV	x	x	x	x	x	x
	WTUU					x	
WILKES-BARRE	WILK-TV	x	x	x	x	x	x
YORK	WSBA-TV	x	x			x	x
RHODE ISLAND							
PROVIDENCE	WJAR-TV	x	x		x	x	x
	WNET	x	x	x	x	x	x
SOUTH CAROLINA							
ANDERSON	WAIM-TV	x	x	x		x	
CHARLESTON	WCSC-TV	x	x	x	x	x	x
COLUMBIA	WCOS-TV	x	x	x		x	
	WIS-TV	x	x			x	
FLORENCE	WBTW	x	x	x	x	x	x
GREENVILLE	WGVL-TV	x				x	x
SOUTH DAKOTA							
SIOUX FALLS	KELO-TV	x	x				x
TENNESSEE							
CHATTANOOGA	WDEF-TV	x	x		x	x	x
JACKSON	WDXI-TV	x				x	
JOHNSON CITY	WJHL-TV	x		x	x		
KNOXVILLE	WATE-TV	x					
	WTSK-TV	x				x	x
MEMPHIS	WHBQ-TV	x	x	x	x	x	x
	WMCT	x	x			x	x
NASHVILLE	WLAC-TV	x			x		
	WSIX-TV	x			x		
	WSM-TV	x	x	x	x	x	x

		Kitchen	Home Decor	You Do-It	Child Care	Fashion	Beauty
TEXAS							
ABILENE	KRBC-TV	x				x	x
AMARILLO	KFDA-TV	x				x	x
	KGNC-TV	x		x	x	x	x
AUSTIN	KTBC-TV	x	x	x	x	x	x
CORPUS CHRISTI	KVDO-TV	x				x	x
EL PASO	XEJ-TV	x	x		x	x	x
FORT WORTH	WBAP-TV	x	x	x	x	x	x
HARLINGEN	KGBT-TV	x	x			x	x
HOUSTON	KTRK-TV	x	x	x		x	x
LONGVIEW	KTVE	x	x	x	x	x	x
LUBBOCK	KDUB-TV	x	x	x		x	x
SAN ANTONIO	KENS-TV		x				
	WOAI-TV	x					
TEMPLE	KCEN-TV	x	x	x		x	
TEXARKANA	KCMC-TV	x	x	x	x	x	x
WACO	KWTX-TV						
UTAH							
SALT LAKE CITY	KSL-TV	x		x		x	x
	KUTV	x	x	x	x	x	x
VERMONT							
BURLINGTON	WMVT	x	x	x		x	x
VIRGINIA							
LYNCHBURG	WLVA-TV		x	x			
NORFOLK	WTAR-TV	x					
	WVEC-TV	x	x	x		x	x
RICHMOND	WTVR	x	x				
WASHINGTON							
PASCO	KEPR-TV	x	x	x		x	x
SEATTLE	KOMO-TV	x	x	x	x	x	x
SPOKANE	KHQ-TV	x	x		x	x	x
	KREM-TV						
	KXLY-TV	x					
TACOMA	KTNT-TV	x	x	x	x	x	x
YAKIMA	KIMA-TV	x	x	x		x	x
WEST VIRGINIA							
CHARLESTON	WCHS-TV	x	x				
	WKNA-TV		x		x	x	x
HUNTINGTON	WSAZ-TV	x	x	x		x	x
OAK HILL	WOAY-TV		x	x		x	x
PARKERSBURG	WTAP	x		x		x	
WHEELING	WTRF-TV	x	x	x	x	x	x
WISCONSIN							
GREEN BAY	WBAY-TV	x	x			x	
MADISON	WKOW-TV	x	x			x	x
	WMTV	x	x	x	x	x	x
MARINETTE	WMBV-TV	x				x	
MILWAUKEE	WTWV					x	
SUPERIOR	WDSM-TV	x	x			x	
WAUSAU	WSAU-TV	x	x			x	
CANADA							
ALBERTA							
CALGARY	CHCT-TV	x	x	x	x	x	x
NEW BRUNSWICK							
MONCTON	CKCW-TV	x	x		x		
ONTARIO							
KINGSTON	CKWS-TV	x	x			x	x
KITCHENER	CKCO-TV	x	x			x	x
LONDON	CFPL-TV	x	x	x	x	x	x
PORT ARTHUR	CFPA-TV	x	x	x	x	x	x
SUDBURY	CKSO-TV	x	x	x		x	x
QUEBEC							
MONTREAL	CBMT	x	x	x	x	x	
QUEBEC	CFCM-TV	x					
RIMOUSKI	CJBR-TV	x		x			
SASKATCHEWAN							
REGINA	CKCK-TV	x	x	x		x	
SASKATOON	CFQC-TV	x		x			



special appeals

91% of the tv stations on the air report again as last year, "no special appeals . . . we cover the whole community." Among the fraction of stations catering to the marginal audiences, however, there is a noticeable trend: more stations are catering to the Negro population in 1955. The percentage has jumped from 30% to 54%. Spanish language programing ranks second with nine stations reporting it, Italian is third with three. Polish and French are reported by two stations apiece, while Jewish, Swedish and Bohemian are mentioned only once.

ARIZONA

TUCSON
KVOA-TV, Spanish 3 hrs wk; variety

YUMA
KIVA....Spanish 7 hrs wk; mixed Spanish & Amer. program

CALIFORNIA

LOS ANGELES
KCOP....Spanish 1/2 hr wk; "Latin Holiday," music
KTTV....Negro 1/2 hr wk; Remore Church & Choir

SALINAS
KSBW-TV....Spanish 1 hr wk; live local variety show

SAN DIEGO
XETV....Spanish 6 hrs wk; feature films

TULARE
KVVG....Spanish 2 hrs wk; variety, live

COLORADO

PUEBLO
KCSJ-TV....Spanish 1 hr wk

DISTRICT OF COLUMBIA

WASHINGTON
WTTG....Negro 1/2 hr wk; variety
Jewish 1/2 hr wk; variety

GEORGIA

ATLANTA
WLW-A....Negro 1/2 hr wk; spiritual music
WQXI-TV....Negro 3 hrs wk; variety

AUGUSTA
WJBF....Negro 1/2 hr wk; quartet

KENTUCKY

LEXINGTON
WLEX-TV....Negro 1/2 hr wk; D.J.

LOUISIANA

NEW ORLEANS
WJMR-TV....Negro 8 hr wk

MAINE

LEWISTON
WLAM-TV....French 1 hr; film and variety

MARYLAND

BALTIMORE
WAAM....Negro 1/2 hr wk; variety

MASSACHUSETTS

WORCESTER
WWOR-TV....Swedish 1/2 hr wk; Swedish coffee time

MICHIGAN

DETROIT

WXYZ-TV....Negro 4 hrs wk; Negro variety
Italian, Italian features (in English)
Polish, Polish music, 'Club Polka,' in English

NEBRASKA

OMAHA
KMTV....Bohemian 3 hrs wk; music, news, audience participation

NEVADA

LAS VEGAS
KLAS-TV....Negro 1/2 hr wk; gospel singers

NORTH CAROLINA

GREENVILLE
WNCT....Negro 2 hr wk; varies

OHIO

STEUBENVILLE
WSTV-TV....Italian 1 hr wk; films, operas & news

PENNSYLVANIA

HARRISBURG
WCMB-TV....Negro 2 hr wk; musical

RHODE ISLAND

PROVIDENCE
WNET....Italian 1 hr wk; film

SOUTH CAROLINA

CHARLESTON
WCSC-TV....Negro 1/2 hr wk; talent
COLUMBIA
WCOS-TV....Negro 1/2 hr wk; variety
GREENVILLE
WGVL-TV....Negro—2 hrs wk; feature films

TENNESSEE

JOHNSON CITY
WJHL-TV....Negro—1/2 hr wk; singers
KNOXVILLE
WTSK-TV....Negro—1 hr wk; disk-jockey

TEXAS

CORPUS CHRISTI
KVDO-TV....Spanish—1/2 hr wk; bi-lingual variety

EL PASO
XEJ-TV....49 hr wk; All Spanish

WEST VIRGINIA

HUNTINGTON
WSAZ-TV....Negro—15 mins wk; Spirituals
OAK HILL
WOAY-TV....Negro 1/2 hr wk; music

WISCONSIN

MARINETTE
WMBV-TV....Polish 1/2 hr wk; variety
SUPERIOR
WDSM-TV....Polish 1/2 hr. wk

CANADA

SUDBURY, ONTARIO
CKSO-TV....French-Can. 1 hr wk; variety
QUEBEC CITY, QUEBEC
CFCM-TV....All French except 15 hrs wk
English

sports



130 tv stations report play-by-play coverage of sports events. Network coverage was reported most often, with film coverage ranking second and local live coverage reported least often. An interesting note from the sports responses to the Buyers' Guide questionnaire is the wide variety of sports reported—20 in all. Here is how they break down:

SPORT	NO. STATIONS	SPORT	NO. STATIONS
Football	119	Golf	5
Basketball	112	Auto Racing	3
Boxing	101	Skiing	3
Baseball	84	Jai Alai	2
Wrestling	74	Curling	1
Horse Racing	12	Hydroplane Racing	1
Hockey	11	Judo	1
Bowling	10	Soccer	1
Hunting & Fishing	6	Swimming	1
Roller Derby	6	Tennis	1

symbols

- * local live coverage
- † film coverage
- ‡ network coverage

ALABAMA

City	Call Letters	Baseball	Basketball	Football	Others
BIRMINGHAM	WABT			prot	
	WBRC-TV	Barons*			

ARIZONA					
PHOENIX	KOOL-TV				wrestl'g*‡; hunt'g & fishing*
TUCSON	KOPO-TV	cowboys*			
	KVOA-TV	coll†	coll†	coll†	
YUMA	KIVA	bs*	hs*	hs*	

ARKANSAS

FT. SMITH	KFSA-TV			wrestl'g†; box'g†	
LITTLE ROCK	KARK-TV		U. of Ark.†		
	KATV	hs*		Oakl'n Racing*	

CALIFORNIA

BAKERSFIELD	KERO-TV			box'g†	
FRESNO	KJEO	maj lgt; hs*		W. C. relays	
	KMJ-TV			skl'g; box'g	
LOS ANGELES	KABC-TV	x		boxing	
	KCOP		coll*	wrestl'g*; box'g*‡	
	KHJ-TV	hs*		prot	

CALIFORNIA (continued)

City	Call Letters	Baseball	Basketball	Football	Others
	KRCA-TV	Can.†	prot	Can.†	roller derby*; wrestl'g*
	KTVA				
	KTVV				Jalopy derby*
SALINAS	KSBW-TV			NCAAT; prot	boxing†
SAN DIEGO	KFMB-TV		big tent		boxing†
	KFSD-TV	S. D. Padre's*			
	XETV				Jal-alal*
	KGO-TV		coll*	coll*	wrestl'g*; boxing†
	KPIX	x*	x†	x*†	racing†; boxing†
	KRON-TV		wor ser†		boxing†
	KSAN-TV	local*			
SANTA BARBARA	KEY-T	maj lgt†		NCAAT; prot	
STOCKTON	KOVR	P. C. lg*	P. C. Conf.*	pro	
	KTVU		x†		
COLORADO					
COLORADO SPRINGS	KKTV	x†	x†	x†	wrestl'g*; hunting* fishing*
GRAND JUNCTION	KFXJ-TV				wrestl'g†
PUEBLO	KCSJ-TV	local.* wor ser†	prot	Bowl Games†	wrestl'g*

CONNECTICUT

City	Call Letters	Baseball	Basketball	Football	Others
BROOKLYN	WICC-TV	x*	x*	x*	
HARTFORD	WGTH-TV	N.Y. Giant†	NCAA†	NCAA†	
	WNHC-TV		1-16	col-16	Balks

DISTRICT OF COLUMBIA

City	Call Letters	Baseball	Basketball	Football	Others
WASHINGTON	WMAL-TV				
	WRC-TV		Pro		
	WTOP-TV	Wash. Maj 16		all 16	
	WTG	Wash. Sen. *			

FLORIDA

City	Call Letters	Baseball	Basketball	Football	Others
MIAMI	WTvj		OB Bowl	col	
				Wing†	
ORLANDO	WOBO-TV			slg†	Boxing†
PENSACOLA	WEAR-TV	col lg		Pro; coll†	Boxing†
ST. PETERSBURG	WSUN-TV			NCAA†	Boat†; Fishing†

GEORGIA

City	Call Letters	Baseball	Basketball	Football	Others
ALBANY	WALB-TV				Boxing†; wrestling†
ATLANTA	WAGA-TV				Boxing†; wrestling†
	WLWA	x†		of Ga.†	
AUGUSTA	WROW-TV			All Am., local†	

IDAHO

City	Call Letters	Baseball	Basketball	Football	Others
BOISE	KBOI		all*	local*	
IDAHO FALLS	KID-TV		col ‡	prof	

ILLINOIS

City	Call Letters	Baseball	Basketball	Football	Others
BELLEVILLE	WTVI	Card *	x		
CHAMPAIGN	WCIA		coll†		Boxing†
CHICAGO	WBBM				Stock cars Boxing†
	WBKB				Boxing†; wrestling†
	WGN-TV	Chicago	Pro		Wrestling*; boxing†
	WNBO	x†	x†		Boxing†; golf†
ROCKFORD	WREX-TV		1 State†	Or. 16	Racing†; boxing†

INDIANA

City	Call Letters	Baseball	Basketball	Football	Others
BLOOMINGTON	WTW	Col. *			
ELKHART	WSJV-TV		x*		
EVANSVILLE	WEHT	x	1-16		
FT. WAYNE	WIN-TV		1-16		
	WKJG-TV		1-16		
INDIANAPOLIS	WIBW-TV	Col. *	Or. 16	Or. 16	
	WISH-TV	x†	x		
ALBANY	WFAM-TV				
BROOKLYN	WSBT-TV		Big 10		

IOWA

City	Call Letters	Baseball	Basketball	Football	Others
AMES	WJCI-TV			state tour†	swim*; wrestl*†
CEDAR RAPIDS	WMT-TV			big tent†	
OAVENPORT	WOC-TV			hs*†	hs*†
DES MOINES	WHO-TV			hs tour†; prof; Can†	prof
FT. DODGE	KQTV			big tent†	prof
MASON CITY	KGLO-TV			maj lg†	prof
SIUOX CITY	KVT-TV			maj lg†	big tent†

KANSAS

City	Call Letters	Baseball	Basketball	Football	Others
WICHITA	KAKE-TV				coll†; hs†
	KTVH				boxing*

KENTUCKY

City	Call Letters	Baseball	Basketball	Football	Others
LEXINGTON	WLEX-TV				coll†
	WAVE-TV				coll†; hs†

LOUISIANA

City	Call Letters	Baseball	Basketball	Football	Others
ALEXANDRIA	KALB-TV				coll†
BATON ROUGE	WBRZ				hs†; coll†
MONROE	KNOE-TV				prof; coll†
NEW ORLEANS	WOSU-TV			x*	x*
	WJMR-TV				Fair-grounds
SHREVEPORT	KSLA			maj lg†	big tent†

MAINE

City	Call Letters	Baseball	Basketball	Football	Others
BANGOR	WABI-TV				wrestl'g†
LEWISTON	W-TWO				coll†; hs*
PORTLAND	WLAM-TV				coll†; hs*
	WCSH-TV	maj lg†		NBA†	Can prof; tennis†

MARYLAND

City	Call Letters	Baseball	Basketball	Football	Others
BALTIMORE	WAAM		maj lg†		pro*†
	WMAR-TV	maj lg*	x†		wrestl'g*; soccer*; horse racing*; bowl'g*; boxing†
	WJZ-TV	col lg*			
BOSTON	WBZ-TV	maj lg*			boxn'g††
	WNAC-TV	maj lg*			
CAMBRIDGE	WTAO-TV				box'g*; wrestl'g†
PITTSFIELD	WMGT				boxing†
SPRINGFIELD	WWLP	local†*	local†*	local†*	box'g†
WORCESTER	WWOR-TV				box'g††; wrestl'g†

MICHIGAN

City	Call Letters	Baseball	Basketball	Football	Others
ANN ARBOR	WPAG-TV				hockey*
DETROIT	CKLW-TV				box'g†; hock'y†
	WJBK-TV	maj lg*			pro*
	WWJ-TV				box'g*†; hockey*
	WXYZ-TV			NCAA†	hockey*; box'g†

MICHIGAN (continued)

City	Call Letters	Baseball	Basketball	Football	Others
GRAND RAPIDS	WOOD-TV	wor scrt	xt	prot; coll†	horse rac'g†; wrestl'g†
KALAMAZOO	WKZO-TV	maj lgt	big tent	prot	boxing†; wrestl'g†
LANSING	WJIM-TV		big tent		hockey†; boxing†
	WTOM-TV			prot	boxing†; wrestl'g†
SAGINAW	WKNX-TV		local†	local†	hunt'g†; fishing†; bowl'g†; skl'g†
TRAVERSE CITY	WPBN-TV		local	local	boxing†

MINNESOTA

AUSTIN	KMMT	maj lgt		NCAA†	
MINNEAPOLIS	KEYD-TV	local*	coll*; hs*		wrestl'g*†; box'g†
	WMIN-TV	maj lgt			

MISSISSIPPI

JACKSON	WSLI-TV	xt		xt	roller derby†; wrestl'g; boxing†
MERIDIAN	WTDK-TV		prot		

MISSOURI

KANSAS CITY	KCMO-TV		prot; NCAA	boxing†; wrestl'g†*	
SPRINGFIELD	KTTS-TV	maj lgt			

MONTANA

MISSOULA	KGVO-TV			wrestl'g†	
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NEBRASKA

LINCOLN	KOLN-TV	big tent	prot; NCAA†		
OMAHA	WOW-TV		prot	boxing†; wrestl'g†	

NEVADA

LAS VEGAS	KLAS-TV			boxing†	
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NEW HAMPSHIRE

MANCHESTER	WMUR-TV			boxing†; wrestl'g†; bowl'g†	
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NEW JERSEY

NEWARK	WATV		coll*		boxing*; wrestl'g*
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NEW MEXICO

ALBUQUERQUE	KOAT-TV		coll†		
	KOB-TV	prot	hs*	wrestl'g*; box'g†	

NEW YORK

ALBANY	WROW-TV	xt	big tent	prot; NCAA	
	WTRI				hockey†; golf†; trotters races†

NEW YORK (continued)

City	Call Letters	Baseball	Basketball	Football	Others
BUFFALO	WBEN-TV			xt	
	WGR-TV			coll†; hs†	coll†; hs†
KINGSTON	WKNY-TV		hs	hs	
NEW YORK	WABC-TV			xt	wrestl'g; boxing
	WABO			prot†	boxing; wrestl'g
	WCBS-TV				boxing†
	WDR-TV	maj lg*			
ROCHESTER	WHAM-TV			xt	
	WVET-TV	maj lgt	big tent	NCAA†	boxing†
SCHENECTADY	WRGB				horse racing†
SYRACUSE	WHEN-TV				boxing*†

NORTH CAROLINA

ASHEVILLE	WLDS-TV			NCAA†; prot
DURHAM	WTVD		NBA†;	coll†
GREENSBORO	WFMY-TV	coll†	coll†	coll†
GREENVILLE	WNCT			bowl games
WINSTON-SALEM	WSJS-TV		prot	prot

NORTH DAKOTA

MINOT	KCJB-TV			wrestl'g†; box'g†
VALLEY CITY	KXJB-TV	local*	local*	

OHIO

AKRON	WAKR-TV		local*	local*	boxing; wrestl'g
CINCINNATI	WCPO-TV	maj lg*			boxing†; wrestl'g†
	WLW-T				wrestl'g*
CLEVELAND	WXEL				bowl'g*; box'g†; wrestl'g†
COLUMBUS	WBNS-TV		xt		boxing†
	WLW-C		xt		wrestl'g*
	WTVN-TV	maj lg*†		prot	wrestl'g†; boxing†
DAYTON	WHIO-TV	maj lg*	coll*		
	WLW-D			x	wrestl'g*
LIMA	WLDK-TV			hs; pro	
STEUBENVILLE	WSTV-TV	maj lgt	big tent		wrestl'g†
TDLEO	WSPD-TV		xt	xt	wrestl'g†
YOUNGSTOWN	WKBN-TV				boxing†; wrestl'g†
ZANESVILLE	WHIZ-TV		hs†	hs†	

OKLAHOMA

MUSKOGEE	KTVX		prot; local†	boxing†; wrestl'g†
OKLAHOMA CITY	KMPT		xt; local†	wrestling
	KWTV		big tent	boxing†
	WKY-TV			coll*
TULSA	KOTV	local*	big tent	xt
	KVOO-TV		xt	xt

OREGON

EUGENE	KVAL-TV		NCAA†	NCAA†-Bowl
MEORO	KBES-TV			NCAA†

OREGON (continued)

City	Call Letters	Baseball	Basketball	Football	Others	City
PORTLAND	KOIN-TV	x†	x†	boxing† wrestling† hunting† fishing*		ABILENE
	KPTV	NCAA†	NCAA†	pro wrestling† pro boxing† hunting†		AMARILLO

PENNSYLVANIA

BETHLEHEM	WLEV-TV		hs*			FORT WORTH	WBAP-TV		coll†	boxing*; wrestling*
EASTON	WGLV	hs*	hs*	tv	boxing†	HOUSTON	KTRK-TV			boxing†; wrestling†; bowling†
ERIE	WICU	Clev. Brown†				LUBBOCK	KDUB-TV	local*		
	WSEE-TV		big tent	prot	boxing†, wrestling†	SAN ANGELO	KTXL-TV		Coll†	
HARRISBURG	WCMB-TV	regional†		prot		SAN ANTONIO	KENS-TV	prot	big tent	golf*; box†; wrestling*
	WTPA	x†	x†		x†		WDAL-TV	prot	prot	wrestling*
JOHNSTOWN	WARD-TV		x†	x††	boxing† wrestling† rac†	TEMPLE	KCEN-TV	prot		wrestling† boxing†
	WJAC-TV				boxing†	TEXARKANA	KCMC-TV	maj. lg†	NCAA†	wrestling†
PHILADELPHIA	WFIL-TV	Phillies*		NCAA†	boxing*; wrestling†					
	WPTZ	Phil. leg* wor. serv†	NBA†	prot		SALT LAKE CITY	KSL-TV			boxing†; wrestling†
PITTSBURGH	KDKA-TV				boxing†		KUTV			
	WENS	Pirates*								roller derby†; boxing†
SCRANTON	WARM-TV	hs*	hs*	hs*, coll†	boxing†					
	WGBI-TV		big tent†		bowling†	BURLINGTON	WMVT	prot		
	WTUU		Mad. Sq. Garden†		Mad. Sq. Garden†					
WILKES-BARRE	WILK-TV				boxing†; wrestling†					
YORK	WNDE-TV				roller derby†; boxing†; bowling†; wrestling†	LYNCHBURG	WLVA-TV	prot		boxing†; wrestling†
	WSBA-TV	Balt. Orioles*	hs†	NCAA†	wrestling†	NORFOLK	WTAR-TV	prot	prot	prot

RHODE ISLAND

PROVIDENCE	WJAR-TV	Red Sox†				SEATTLE	KING-TV			boxing†
	WNET	Cards & Bear† Red Sox†		boxing†; wrestling† Judo*			KOMO-TV	x†	x†	hydroplane race*
SOUTH CAROLINA										
ANDERSON	WAIM-TV		Clemson†			SPokane	KHQ-TV		NCAA†	wrestling*
CHARLESTON	WCSC-TV	NCAA†	big tent	NCAA†	boxing†; wrestling†; roller skating†	TACOMA	KTNT-TV	x	x	roller derby†; bowling†; wrestling†
COLUMBIA	WCDS-TV				boxing†; wrestling†		KTVW	local*	x	bowl'g*; wrestling*; skating*; fishing*; hunting*
	WIS-TV				all school events*					
FLORENCE	WBTV	NBA†	coll†	boxing†		YAKIMA	KIMA-TV			special events
GREENVILLE	WGVL-TV	x††	x††	x†	x††					

TENNESSEE

CHATTANOOGA	WDEF-TV	maj. lg†	prot	prot; coll†		CHARLESTON	WCHS-TV	coll†	prot	boxling†
KNOXVILLE	WATE-TV			all†		HUNTINGTON	WKNA-TV		hs†‡	coll†‡
	WTSK-TV		big tent†		boxing†	PARKERSBURG	WSAZ-TV		prot; local†	
MEMPHIS	WHBQ-TV	col†	big tent				WTAP	NBA†	NCAA†	
	WMCT	x	x	x	x	MADISON	WKOW-TV	prot	big tent	
NASHVILLE	WLAC-TV		big tent		boxing† local box g*;		WMTV	prot	coll†	boxling†
	WSM-TV		big tent		sleeping chairs*	MARINETTE	WMBV-TV	prot	prot	x†
						SUPERIOR	WDSM-TV	prot	prot	
						WAUSAU	WSAU-TV	hs*	prot	

TEXAS

City	Call Letters	Baseball	Basketball	Football	Others
ABILENE	KRBC-TV	film only			
AMARILLO	KFDA-TV	hs†; coll†	hs†		
	KGNC-TV	prot	prot		
AUSTIN	KTBC-TV	prot			boxing†
DALLAS	WFAA-TV				wrestling*
EL PASO	XEJ-TV				boxling*; wrestling*
Juarez, Mex.					
FORT WORTH	WBAP-TV				
HOUSTON	KTRK-TV				
LUBBOCK	KDUB-TV	local*			local*
SAN ANGELO	KTXL-TV				Coll†
SAN ANTONIO	KENS-TV	prot	big tent	NCAA†	golf*; box†; wrestling*
TEMPLE	WDAL-TV	prot	prot		wrestling†
TEXARKANA	KCMC-TV	maj. lg†		NCAA†	

UTAH

SALT LAKE CITY	KSL-TV				boxling†; wrestling†
	KUTV				roller derby†; boxing†
BURLINGTON	WMVT	prot		prot	
LYNCHBURG	WLVA-TV	prot			boxing†; wrestling†
NORFOLK	WTAR-TV	prot	prot	prot	Canadian prot
	WVEC-TV	wor. serv†	prot		boxing†
ROANOKE	WSLS-TV				boxling†

VERMONT

BURLINGTON	WMVT	prot			
LYNCHBURG	WLVA-TV	prot			
NORFOLK	WTAR-TV	prot	prot	prot	
	WVEC-TV	wor. serv†	prot		Canadian prot

VIRGINIA

LYNCHBURG	WLVA-TV	prot			
NORFOLK	WTAR-TV	prot	prot	prot	
	WVEC-TV	wor. serv†	prot		Canadian prot
ROANOKE	WSLS-TV				boxling†

WASHINGTON

SEATTLE	KING-TV				
	KOMO-TV	x†	x†		hydroplane race*

WEST VIRGINIA

CHARLESTON	WCHS-TV	coll†	prot	hs†‡	coll†‡
HUNTINGTON	WKNA-TV				
PARKERSBURG	WSAZ-TV		prot; local†		
	WTAP	NBA†	NCAA†		
MADISON	WKOW-TV	prot	big tent		boxling†
	WMTV	prot	coll†		x†
MARINETTE	WMBV-TV	wor. serv	prot	prot	
SUPERIOR	WDSM-TV	maj. lg†	prot	prot	is hocky*; curling*
WAUSAU	WSAU-TV	local*	hs*	prot	boxling†

WISCONSIN

MADISON	WKOW-TV	prot	big tent		
	WMTV	prot	coll†		
MARINETTE	WMBV-TV	wor. serv	prot	prot	
SUPERIOR	WDSM-TV	maj. lg†	prot	prot	prot
WAUSAU	WSAU-TV	local*	hs*	prot	boxling†

studio facilities



symbols

x station offers facility under column heading

This list of 304 stations is designed to help the buyer for specialized products. The list was set up in chart form, so that the reader could easily compile lists of stations offering each facility. The breakdown of the 304 stations reporting this data is as follows:

- 263 or 87% have permanent kitchen sets
- 297 or 97% have permanent living room sets
- 227 or 75% have permanent out-door or patio sets
- 186 or 61% have auto ramps
- 142 or 47% have rear view screens
- 127 or 42% have remote equipment
- 227 or 75% are interconnected for black and white
- 132 or 43% are interconnected for color
- 124 or 41% are equipped to transmit color

ALABAMA

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends
BIRMINGHAM	WBAB-TV	x	x	x		x	x	x	x	x
	WBRC-TV	x	x	x	x	x	x	x	x	x
DECATUR	WMSL-TV	x	x							
MOBILE	WALA-TV	x	x	x	x					
MONTGOMERY	WCIV-TV	x	x	x	x	x				

ARIZONA

PHOENIX	KOOL-TV	x	x	x	x	x	x	x	x	x
	KPHO-TV	x	x	x	x	x	x	x	x	x
	KTVK	x	x	x	x	x	x	x	x	x
	KVAR	x	x	x	x	x	x	x	x	x
TUCSON	KOPO-TV	x	x	x	x	x	x	x	x	x
	KVOA-TV	x	x	x	x	x	x	x	x	x

ARKANSAS

FORT SMITH	KFSA-TV	x	x	x	x	x	x	x	x	x
LITTLE ROCK	KARK-TV	x	x	x	x	x	x	x	x	x
	KATV	x	x	x	x	x	x	x	x	x

CALIFORNIA

BAKERSFIELD	KBAK-TV	x	x	x	x	x	x			
	KERO-TV	x	x	x	x		x	x	x	x
EUREKA	KIEM-TV	x	x	x	x					
FRESNO	KJEO	x	x	x	x	x	x	x	x	x
	KMJ-TV	x	x	x	x	x	x	x	x	x

CALIFORNIA (continued)

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends
LOS ANGELES	KCOP	x	x	x	x	x	x	x	x	x
	KHJ-TV	x	x	x	x	x	x	x	x	x
	KRCA-TV	x	x	x	x	x	x	x	x	x
	KTLA	x	x	x	x	x	x	x	x	x
	KTTV	x	x	x	x	x	x	x	x	x
SACRAMENTO	KBET-TV	x	x	x	x	x	x	x	x	x
SALINAS	KSBW-TV	x	x	x	x	x	x	x	x	x
SAN DIEGO	KFMB-TV	x	x	x	x	x	x	x	x	x
(Tijuana, Mex.)	KFSD-TV	x	x	x	x	x	x	x	x	x
SAN FRANCISCO	XETV	x	x	x	x	x	x	x	x	x
	KGO-TV	x	x	x	x	x	x	x	x	x
	KPIX	x	x	x	x	x	x	x	x	x
	KRON-TV	x	x	x	x	x	x	x	x	x
	KSAN-TV	x	x	x	x	x	x	x	x	x
SAN LUIS OBISPO	KVEC-TV	x	x	x	x	x	x	x	x	x
SANTA BARBARA	KEY-T	x	x	x	x	x	x	x	x	x
STOCKTON	KOVR	x	x	x	x	x	x	x	x	x
	KTVU	x	x	x	x	x	x	x	x	x
TULARE	KVVG	x	x	x	x	x	x	x	x	x

COLORADO

COLORADO SPRINGS	KKTV	x	x	x	x	x	x	x	x	x
DENVER	KBTW	x	x	x	x	x	x	x	x	x
	KFEL-TV	x	x	x	x	x	x	x	x	x
GRAND JUNCTION	KFXJ-TV	x	x	x	x	x	x	x	x	x
PUEBLO	KCSJ-TV	x	x	x	x	x	x	x	x	x

CONNECTICUT

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends
HARTFORD	WGTH-TV	x				x				
	WNHC-TV	x	x	x	x		x			
NEW BRITAIN	WKNB-TV	x	x	x			x	x		

DISTRICT OF COLUMBIA

WASHINGTON	WRC-TV	x	x	x	x	x	x	x		
	WTOP-TV	x	x	x	x	x	x	x	x	
	WTTG	x	x	x	x	x	x			

FLORIDA

JACKSONVILLE	WMBR-TV	x	x	x	x	x	x	x	x	
ORLANDO	WDBO-TV	x	x	x	x			x		
PENSACOLA	WEAR-TV	x	x	x	x	x	x			
ST. PETERSBURG	WSUN-TV	x	x	x	x		x	x		
W. PALM BEACH	WEAT-TV	x	x	x	x		x			

GEORGIA

ALBANY	WALB-TV	x	x	x	x	x				
ATLANTA	WAGA-TV	x	x	x	x	x	x	x	x	
	WLW-A	x	x	x	x	x	x			
	WQXI-TV	x	x	x						
AUGUSTA	WJBF	x	x	x	x	x	x	x		
	WRDW-TV	x	x	x	x	x	x			
COLUMBUS	WDAK-TV	x	x	x	x	x	x			

IDAHO

BOISE	KDOI	x	x	x	x	x				
	KIDO-TV	x	x	x	x	x				
IDAHO FALLS	KID-TV	x	x	x	x	x				
TWIN FALLS	KLIX-TV	x	x	x	x					

ILLINOIS

CHAMPAIGN	WCIA	x	x	x	x	x	x	x	x	
CHICAGO	WBKB	x	x	x		x	x	x		
	WGN-TV	x	x	x	x	x	x	x		
	WNBQ	x	x	x	x	x	x	x		
DECATUR	WTVP	x	x	x	x		x			
HARRISBURG	WSIL-TV	x	x	x	x					
QUINCY	WGEM-TV	x	x							
ROCKFORD	WREX-TV	x	x	x	x		x			
ROCK ISLAND	WHDF-TV	x	x		x	x	x	x		
SPRINGFIELD	WICS	x	x	x		x				

INDIANA

ELKHART	WSJV	x	x	x	x	x	x			
EVANSVILLE	WEHT	x	x	x	x	x	x	x		
	WFIE-TV	x	x		x	x				
FORT WAYNE	WIN-T		x	x		x	x	x		
	WKJG-TV	x	x		x	x	x	x		
INDIANAPOLIS	WIBM-TV	x	x	x	x	x	x	x		
	WISH-TV	x	x	x		x	x	x		
ALBANY	WFAM-TV	x	x	x	x	x				
ROTH BEND	WSBT-TV	x	x		x	x	x			

IOWA

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends
AMES	WOI-TV	x	x	x	x	x	x	x	x	
CEDAR RAPIDS	KCRG-TV	x	x							x
	WMT-TV	x	x							x
DAVENPORT	WOC-TV	x	x		x	x	x	x	x	x
DES MOINES	WHO-TV	x	x		x	x	x	x	x	x
FORT DODGE	KQTV	x	x	x	x	x	x	x	x	x
MASON CITY	KGLO-TV	x	x	x	x	x	x	x	x	x
SIOUX CITY	KTIV	x	x	x	x	x	x	x	x	x
	KVTV	x	x	x	x	x	x	x	x	x
WATERLOO	KWWL-TV	x	x	x	x	x	x	x	x	x

KANSAS

GREAT BEND	KCKT-TV	x		x	x	x				
PITTSBURG	KOAM-TV	x	x	x	x	x				x
TOPEKA	WIBW-TV	x	x	x	x	x			x	x
WICHITA	KAKE-TV	x	x	x	x	x	x	x	x	x
	KTVH	x	x						x	x

KENTUCKY

HENDERSON	WEHT	x	x	x	x	x		x	x	x
LEXINGTON	WLEX-TV	x	x	x	x	x				x
LOUISVILLE	WAVE-TV	x	x	x	x	x	x	x	x	x

LOUISIANA

ALEXANDRIA	KALB-TV	x	x	x	x	x	x	x	x	x
BATON ROUGE	WBRZ	x	x	x	x	x	x	x	x	
LAKE CHARLES	KPLC-TV	x	x	x	x	x	x	x	x	
	KTAG-TV	x	x			x			x	
MONROE	KNOE-TV	x	x	x	x	x	x	x	x	x
NEW ORLEANS	WDSU-TV	x	x	x	x	x	x	x	x	x
	WJMR-TV	x	x	x	x	x	x	x	x	x
SHREVEPORT	KSLA	x	x				x	x		

MAINE

BANGOR	WABI-TV	x	x	x	x	x	x	x	x	
LEWISTON	WLAM-TV	x	x					x		
PORTLAND	WCSH-TV	x	x						x	x
	WGAT-TV	x	x	x	x	x	x	x	x	x
	WGAT-TV	x	x	x	x	x	x	x	x	x

MARYLAND

BALTIMORE	WAAM	x	x	x	x	x	x	x	x	x
SALISBURY	WDOC-TV	x	x	x	x	x	x	x	x	
	WWOR-TV	x	x	x	x	x	x	x	x	x

MASSACHUSETTS

BOSTON	WDZ-TV	x	x			x	x	x	x	x
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MICHIGAN

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ANN ARBOR	WPAG-TV		x	x						
BAY CITY	WNEM-TV						x			
DETROIT	CKLW-TV	x	x	x	x	x	x			
	WJBK-TV	x	x			x	x	x	x	
	WWJ-TV	x	x	x	x	x	x	x	x	
	WXYZ-TV	x	x	x	x	x	x			
GRAND RAPIDS	WOOD-TV	x	x	x	x	x	x	x	x	
KALAMAZOO	WKZO-TV		x				x	x	x	
LANSING	WJIM-TV	x	x	x	x	x	x	x		
	WTOM-TV	x	x	x						
SAGINAW	WKNX-TV	x	x	x				x	x	x
TRAVERSE CITY	WPBN-TV	x	x	x	x	x	x			

MINNESOTA

AUSTIN	KMMT	x	x	x			x			
DULUTH	KDAL-TV	x	x			x		x		
MINNEAPOLIS	KEYD-TV	x	x	x	x	x	x	x	x	
	WMIN	x	x			x				
	WTCN-TV	x	x	x	x	x	x	x		
ROCHESTER	KROC-TV	x	x				x			

MISSISSIPPI

JACKSON	WLBT	x	x	x	x	x	x	x	x	x
	WSLI-TV		x	x	x			x		
MERIDIAN	WTOK-TV	x	x				x	x		

MISSOURI

COLUMBIA	KOMU-TV	x	x		x	x	x			
JEFFERSON CITY	KRCG-TV	x	x	x	x	x	x			
JOPLIN	KSWM	x	x		x		x	x	x	
KANSAS CITY	KCMO-TV	x	x	x		x	x	x		
	WDAF-TV	x	x	x	x	x	x	x	x	x
SPRINGFIELD	KTTS-TV	x	x	x		x	x	x	x	

MONTANA

BUTTE	KXLF-TV	x	x							
GREAT FALLS	KFBB-TV	x	x							

NEBRASKA

HOLDREGE	KHOL-TV	x	x	x		x	x			
LINCOLN	KOLN-TV	x	x			x		x		
OMAHA	WOW-TV	x	x	x	x	x	x	x	x	x

NEVADA

LAS VEGAS	KLAS-TV	x	x	x		x				
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NEW HAMPSHIRE

MANCHESTER	WMUR-TV	x	x	x	x	x	x			
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NEW MEXICO

ALBUQUERQUE	KOAT-TV	x	x	x	x	x	x			
	KOB-TV	x	x	x	x	x	x			
ROSWELL	KSWS-TV	x	x	x	x					

NEW YORK

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ALBANY	WROW-TV	x	x	x			x			
	WTRI	x	x			x	x			
BINGHAMTON	WNBF-TV	x	x							
BUFFALO	WGRT-TV	x	x	x	x	x	x	x	x	x
NEW YORK	WABD	x	x	x	x	x	x	x	x	x
	WOR-TV	x	x				x			
	WRCA-TV	x	x	x	x	x	x	x	x	x
PLATTSBURG	WIRI	x	x	x	x	x	x	x	x	x
ROCHESTER	WHAM-TV	x	x	x	x	x	x	x	x	x
	WHEC-TV	x	x				x			
SCHEMECTADY	WRGB	x	x	x			x	x	x	x
SYRACUSE	WHEN-TV	x	x	x			x	x	x	x
UTICA	WKTV	x	x			x		x	x	x
	WCNY-TV	x					x			

NORTH CAROLINA

ASHEVILLE	WLOS-TV	x	x	x	x	x	x			
CHARLOTTE	WBTV	x	x	x	x	x	x	x	x	x
DURHAM	WTVD	x	x	x	x	x	x			
GREENSBORO	WFMY-TV	x	x	x	x	x	x	x	x	x
GREENVILLE	WNCT	x	x	x	x	x	x	x	x	x
WILMINGTON	WMFD-TV	x	x				x			
WINSTON-SALEM	WSJS-TV	x	x				x	x	x	x

NORTH DAKOTA

FARGO	WDAY-TV	x	x				x			
MINOT	KCJB-TV	x	x	x	x	x	x			
VALLEY CITY	KXJB-TV	x	x	x	x	x	x	x	x	x

OHIO

AKRON	WAKR-TV	x	x	x	x	x	x			
ASHTABULA	WICA-TV	x	x		x	x				
CINCINNATI	WCPO-TV	x	x	x	x	x	x	x	x	x
	WLW-T	x	x	x	x	x	x	x	x	x
CLEVELAND	WXEL	x	x			x	x	x	x	x
COLUMBUS	WBNS-TV	x	x	x				x	x	x
	WLW-C	x	x	x		x	x	x	x	x
	WTVN-TV	x	x	x		x	x	x	x	x
DAYTON	WHIO-TV	x	x	x	x	x	x	x	x	x
STEUBENVILLE	WSTV-TV	x	x	x	x	x	x			
TOLEDO	WSPD-TV	x	x			x		x	x	x
YOUNGSTOWN	WKBN-TV	x	x	x	x	x	x	x	x	x

OKLAHOMA

ENID	KGEO-TV	x	x				x	x	x	x
MUSKOGEE	KTVX	x	x	x	x	x	x	x	x	x
OKLAHOMA CITY	KWTV	x	x			x				
	WKY-TV	x	x			x	x	x	x	x
TULSA	KOTV	x	x	x	x	x	x	x	x	x
	KVOO-TV	x	x	x	x	x	x	x	x	x

OREGON

EUGENE	KVAL-TV	x	x	x	x			x		

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PENNSYLVANIA

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
ALLENTOWN	WFMZ-TV	x	x		x	x		x		
ALTOONA	WFBG-TV		x					x		
EASTON	WGLV	x	x	x	x	x				
ERIE	WICU	x	x	x	x			x	x	x
	WSEE	x	x	x	x	x		x		
HARRISBURG	WCMB-TV	x	x			x	x	x		
JOHNSTOWN	WARO-TV		x	x				x		
	WJAC-TV				x		x	x	x	
PHILADELPHIA	WCAU-TV	x	x	x	x	x	x	x		
	WFIL-TV	x	x	x	x	x	x	x	x	
	WPTZ	x	x	x	x	x	x	x	x	
PITTSBURGH	KOKA-TV	x	x	x		x	x			
READING	WEEU-TV	x	x	x		x		x		
	WHUM-TV	x	x	x	x		x	x	x	
SCRANTON	WARM-TV	x	x	x	x	x	x			
	WGBI-TV	x	x	x				x		
	WTVU	x	x		x	x				
WILKES-BARRE	WILK-TV	x	x	x			x	x	x	
YORK	WNOW-TV	x	x	x	x	x		x		
	WSBA-TV	x	x	x	x					

RHODE ISLAND

PROVIOENCE	WJAR-TV	x	x	x		x	x		x	
	WNET	x	x	x	x	x	x			

SOUTH CAROLINA

ANDERSON	WAIM-TV	x	x		x	x	x	x		
CHARLESTON	WCSC-TV	x	x	x		x				
COLUMBIA	WCOS-TV	x	x	x	x	x				
	WIS-TV	x	x	x	x	x	x			
FLORENCE	WBTW	x	x	x	x	x				
GREENVILLE	WGVL-TV	x			x		x			

SOUTH DAKOTA

SIOUX FALLS	KELO-TV	x	x	x	x	x	x	x		
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TENNESSEE

CHATTANOOGA	WOEF-TV	x	x	x			x			
JACKSON	WDXI-TV	x	x	x			x			
JOHNSON CITY	WJHL-TV	x	x	x	x	x				
KNOXVILLE	WATE-TV	x	x	x		x	x	x		
	WTSK-TV	x	x	x			x	x	x	
MEMPHIS	WHBQ-TV	x	x	x			x			
	WMCT	x	x	x		x	x	x	x	
NASHVILLE	WLAC-TV	x	x	x		x		x	x	
	WSIX-TV	x	x	x			x			
	WSM-TV	x	x	x	x	x	x	x	x	

TEXAS

ABILENE	KRBC-TV	x	x	x	x					
AMARILLO	KFOA-TV	x	x	x			x			
	KGNC-TV	x	x	x	x	x	x	x	x	
AUSTIN	KTBC-TV	x	x				x	x	x	

TEXAS (continued)

City	Call letters	Kit- chen	Liv'g rm	Out- door	Auto ramp	Rear view	Re- mote	B&w line	Color line	Sends color
CORPUS CHRISTI	KVOO-TV	x	x							
(Juarez, Mex.)	XEJ-TV	x	x				x	x	x	x
FORT WORTH	WBAP-TV	x	x	x	x	x	x	x	x	x
HARLINGEN	KGBT-TV	x	x	x	x					
HOUSTON	KTRK-TV	x	x	x	x	x	x	x	x	x
LONGVIEW	KTVE	x	x	x	x					
LUBBOCK	KOUB-TV	x	x	x				x	x	x
SAN ANTONIO	KENS-TV	x	x	x	x	x	x	x	x	x
	WOAI-TV	x	x	x	x	x	x	x	x	x
TEMPLE	KCEN-TV	x	x	x				x		x
TEXARKANA	KCMC-TV	x	x	x	x			x		x

UTAH

SALT LAKE CITY	KSL-TV	x	x	x	x	x	x	x	x	x
	KUTV	x	x	x	x	x	x	x	x	x

VERMONT

BURLINGTON	WMVT	x	x	x						
										x
HAMPTON	WVEC-TV	x	x	x					x	x
LYNCHBURG	WLVA-TV	x	x						x	x
NORFOLK	WTAR-TV	x	x	x	x				x	x
	WVEC-TV	x	x	x	x	x	x	x	x	x
RICHMOND	WTVR	x	x	x	x	x	x	x	x	x

WASHINGTON

BELLINGHAM	KVOS-TV									x
SEATTLE	KOMO-TV	x	x	x	x	x	x	x	x	x
SPOKANE	KHQ-TV	x	x	x	x	x	x	x	x	x
	KREM-TV	x	x	x	x	x	x	x	x	x
	KXLY-TV	x	x	x	x	x	x	x	x	x
TACOMA	KTNT-TV	x	x	x	x	x	x	x	x	x
	KTVW	x	x	x	x	x	x	x	x	x
YAKIMA	KIMA-TV	x	x	x	x	x	x	x	x	x

WEST VIRGINIA

CHARLESTON	WCHS-TV	x	x	x	x	x	x	x	x	x
	WKNA-TV	x	x							x
HUNTINGTON	WSAZ-TV	x	x	x	x	x	x	x	x	x
OAK HILL	WOAY-TV	x	x	x	x	x	x	x	x	x
PARKERSBURG	WTAP	x	x			x				x
WHEELING	WTRF-TV	x	x			x		x	x	x

WISCONSIN

GREEN BAY	WBAY-TV	x	x	x						x
LA CROSSE	WKBT	x					x			x
MAISON	WKOW-TV	x	x	x	x	x	x	x	x	x
MARINETTE	WMBV-TV	x	x	x	x	x	x	x	x	x
MILWAUKEE	WTWW	x	x	x	x	x	x	x	x	x
WAUSAU	WSAU-TV	x								x

HAWAII

HONOLULU</

film & slides



symbols

* station abides by SRA ID standards
tr—transparency; op—opaque

372 respondents supplied film and slide information for 1955. Of this total, 211 stations (67%) subscribed to SRA—Station Representatives Association—standards for three-quarter screen shared ID's and full screen 8-second station breaks. 370 station (99%) use 16mm motion picture projectors; two stations use 35mm only, while 27 stations (7%) use both 16mm and 35mm projectors. 93% of the stations reporting use transparency slides for various makes of projectors (indicated below); +0% (141) reported the use of opaques.

ALABAMA

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
BIRMINGHAM	*WBAT	16	2x2		Selectro	1 wk	Chas. Grisham
	*WBRC-TV	16	2x2		Holmes	8	M. D. Smith
DECATUR	*WMSL-TV	16			RCA		Bill Guy
MOBILE	WALA-TV	16	2x2		RCA	72	H. K. Martin
MONTGOMERY	*WCOV-TV	16	2x2		RCA	48	

ARIZONA

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
PHOENIX	KOOL-TV	16	2x2	4x5	DuMont	48	Doug. Carruth
	*KPHO-TV	16	2x2			72	Al Rau
	KTVK	16	2x2	4x5	RCA		Bill Ladow
	KVAR	16	2x2		DuMont	3 days	Bill Harvey
PUCCON	KOPO-TV	16	2x2			78	Jack Martin
UMA	KVOA-TV	16	2x2		Gray	48	
	*KIVA	16	2x2		DuMont		J. H. Fleet

ARKANSAS

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
SMITH	*KFSA-TV	16	2x2		Selectro	72	Pat Porta
WHITE ROCK	KARK-TV	16	2x2		RCA	72	Lee Bryant
	*KATV	16	2x2		GE	72	James Cowsert

CALIFORNIA

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
BAKERSFIELD	*KBAK-TV	16	2x2		RCA	48	Oper. Desk
	*KERO-TV	16	2x2			48	Ken Croes
	*KHSL-TV	16	2x2		GE	48	Frank Wood
	KIEM-TV	16	2x2		Selectro	48	Walt Richards

CALIFORNIA (continued)

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
FRESNO	*KJEO	16	2x2		S&S, Gray	48	W. O. Edholm
	KMJ-TV	16	2x2	4x5	S&S, Gray	48	Wilson Lefler
LOS ANGELES	*KCOP	16&35	2x2		RCA	48	Voylo Masters
	*KHJ-TV	16	2x2			1 wk	How Wheeler
	KNXT	16&35	2x2				Done Hine
	*KRCA	16&35	2x2		RCA	48	Jas. G. Damon
	*KTLA	16&35	2x2			48	N. Cunningham
	KTTV	16&35	2x2		S&S	5 days	Val Conite
SACRAMENTO	*KBET-TV	16	2x2		GE	72	George Kapel
	KCCC-TV	16&35	2x2		RCA	2 days	M. F. Rhode
SALINAS	KSBW-TV	16	2x2		RCA	48	William Oates
SAN DIEGO	KFMB-TV	16	2x2		Graybar	72	Hal Goddon
	*KFSO-TV	16	2x2		RCA	48	R. M. Haley
	XETV	16	2x2	4x5	Eastman	48	J. Kaufman
SAN FRANCISCO	*KGO-TV	16&35	2x2			21	Jeanne Blieman
	KPIX	16	2x2	4x5	Selectro	48	Richard Burns
	*KRON-TV	16	2x2	33 1/2 x 1 1/2	LaBelle & Projectall	48	
	*KSAN-TV	16	2x2	4x5	GE	48	N. Patterson
SAN LUIS OBISPO	*KVEC-TV	16	2x2	4x5	Holmes	4 days	SI. Darrah
SANTA BARBARA	KEY-T	16	2x2		Selectro	72	Hill Carruth
STOCKTON	KOVR	16	2x2		GE	48	Marshall Plant
	*KTVU	16	2x2		RCA	48	Dave Hume
TULARE	KVVG	16	2x2	3 1/4 x 1	Gray	4 days	Dave Hersh

COLORADO

COLORADO SPRINGS	KKTV	16	2x2	Gray	72 for films	Stan Brown
	KROO-TV	16	2x2	RCA	72	Del Nelson

COLORADO (continued)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
CAVIER	KBTY	16	2x2		Gray	72	Oper. Desk
	KFEL-TV	16	2x2	3x4	S&S, Multiscope	72	Bob Hart
	KLZ-TV	16	2x2	3 1/4x4	GE, Projectall	72	C. H. Brace
GRAND JUNCTION	KFXJ-TV	16	2x2		Spindler		
UEBLO	KCSJ-TV	16	2x2	3 1/4x4	Super Projectall	72	John Henry

CONNECTICUT

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
BROGEPOR	WICC-TV	16	2x2			1 wk	M. Slater
HARTFORD	WGTH-TV	16	2x2		Gray	48	
	WNHC-TV	16	2x2			1 wk	J. V. Callanan

DISTRICT OF COLUMBIA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
WASHINGTON	WRC-TV	16&35	2x2		RCA, Eastman		M. L. Drama
	WTOP-TV	16	2x2		RCA		Jean Thompson
	WTG	16	2x2		Holmes	24	G. Griesbawer

FLORIDA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
FT. LAUDERDALE	WITV	16	2x2	4x5	Gray	72	Stan Hess
JACKSONVILLE	*WMBR-TV	16	2x2		GE	48	G. W. White
MIAMI	*WTVJ	16	2x2		Selectro	72	Jerry White
ORLANDO	WB00-TV	16	2x2		Gray	72	John Thorwald
PENSACOLA	WEAR-TV	16	2x2		RCA	24	Ray Carow
ST. PETERSBURG	*WSUN-TV	16	2x2	4x5	RCA	1 wk	Vera New
W. PALM BEACH	WEAT-TV	16	2x2		Bell & Howell	48	
	*WIRK-TV	16	2x2		RCA	96	A. L. Gray

GEORGIA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
ALBANY	WALB-TV	16	2x2	4x5	Gray	24	Joe Davis
ATLANTA	WAGA-TV	16	2x2		RCA	72	Don Naylor
	WLWA	16	2x2		Gray	48	Pat Kelly
AUGUSTA	*WJBF-TV	16	2x2		Gray	48	Tom Hennessy
	WROW-TV	16	2x2		Gray		Bill Mackenzie
COLUMBUS	*WOAK-TV	16	2x2			72	John Hughes
	WRBL-TV	16	2x2		GE	72	R. Patterson

IDAHO

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
BOISE	*KBOI	16	2x2	3 1/2x5	DuMont	48	Earl Glade, Jr.
	*KIDQ-TV	16	2x2	3x4	Multiscope, Electro-Slide	24	Jack Link

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
IDAHO FALLS	K10-TV	16	2x2		RCA	48	Cloud Cain
TWIN FALLS	KLIX-TV	16	2x2		Gray	21	Paul Droubay

ILLINOIS

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
BELLVILLE	*WTVI	16	2x2	9x12		24	Ted Westcott
CHAMPAIGN	*WCIA	16	2x2			72	Jas. Fielding
CHICAGO	*WBBM-TV	16&35	2x2		Leica or Eico metal mounts	48	Julian Kanter
	*WBKB	16&35	2x2		RCA	48	J. Fitzpatrick
	WGN-TV	16&35	2x2	3 1/4x4	Balop	48	Don Carroll
	*WNBQ	16&35	2x2		RCA	72	
DANVILLE	WOAN-TV	16	2x2		RCA	48	John Eckert
DECATUR	*WTVP	16	2x2		RCA	48	R. G. Wright

ILLINOIS (continued)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Comments
HARRISBURG	WSIL-TV	16	2x2		S&S	1 wk	Bill
PEORIA	*WEEK-TV	16	2x2	3 1/4x4	GE	48	Willie
	*WTVH-TV	16	2x2	3x4	Tressel	48	Don
QUINCY	*WGEM-TV	16	2x2	4x5	DuMont	72	
ROCKFORD	*WREX-TV	16	2x2		DuMont	72	Rod
ROCK ISLAND	*WTVO	16	2x2	3 1/4x4		72	
SPRINGFIELD	*WHBF-TV	16	2x2	4x5	DuMont		Ill. 1
	WICS	16	2x2		Gray	72	

INDIANA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Comments
ELKHART	WSJV	16	2x2		RCA	96	J. T.
EVANSVILLE	WEHT	16	2x2		RCA	72	Oper.
	*WFIE-TV	16	2x2			72	J. B.
FORT WAYNE	*WIN-T	16	2x2	3x4	Gray, Telop II	72	
	*WKJG-TV	16	2x2	3 1/4x4	Gray, GE	72	C. O.
INDIANAPOLIS	*WFBM-TV	16	2x2	4x5	DuMont	1 wk	Earl
	WISH-TV	16	2x2	3x4	Tressel	5 days	Jim
LAFAYETTE	*WFAM-TV	16	2x2	3x4		72	Jas.
SOUTH BEND	*WSBT-TV	16	2x2		S&S	72	

IOWA

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
AMES	*WOT-TV	16	2x2	3 1/4x4	RCA	72	W. 1
				8 1/4x4			
CEAR RAPIDS	KCRG	16	2x2		Gray	1 wk	R. P.
	*WMT-TV	16&35	2x2		RCA	48	Dougl
DAVENPORT	*WOC-TV	35	2x2	3x4	S&S	72	M. W.
DES MOINES	KGTV	16	2x2	3x4		48	T. J.
	*WHO-TV	16	2x2	3x4 4x5	RCA	1 wk	Paul
FORT DODGE	*KQTV	16	2x2	3x4	GE	5 days	Max
MASON CITY	*KGLO-TV	16	2x2	4x5	DuMont	48	H. R.
SIOUX CITY	*KTIV	16	2x2		Gray	48	Dietri
	*KVTW	16	2x2	3 1/4x4	GE	96	Norma
WATERLOO	KWWL-TV	16	2x2	3x4 4x5	DuMont	48	C. T.

KANSAS

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
GREAT BEND	KCKT-TV	16	2x2	3 1/4x4	Gray, Balop	72	
PITTSBURG	*KOAM-TV	16	2x2	4x5	RCA, Gray	72	R. E.
TOPEKA	*WIBW-TV	16	2x2	4x5	Gray	72	Hilton
WICHITA	KAKE-TV	16	2x2	4x5	Gray	72	Don Wil
KEDD	16	2x2			Gray	72	C. Bl
	*KTVH	16	2x				

LOUISIANA (continued)

	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
ORT	*KSLA	16	2x2	4x5	DuMont	on request	Carol Vinson
MAINE							
	*WABI-TV	16	2x2		RCA	48	L. H. Nelson
	W-TWO	16	2x2		S&S	48	Wm. O. Clark
	*WLAM-TV	16	2x2				E. Shute, Jr.
	*WCSH-TV	16	2x2		RCA	1 wk	B. McGarrill
	*WGAT-TV	16	2x2		Eastman	72	Sam Henderson

MARYLAND

	WAAM	16	2x2		RCA	48	Ken Carter
RE	WBAL-TV	16	2x2	3x1		48-72	W. K. Freier
	*WMAR-TV	16	2x2			48	E. A. Lang
RY	WBOC-TV	16	2x2	4x5	RCA	72	C. J. Truitt

MASSACHUSETTS

	*WBZ-TV	16	2x2			48	E. J. Muristy
	WNAC-TV	16&35	2x2 3 1/4x4	3 1/4x4		6 days	Norm Knight
DGE	WTAO-TV	16	2x2		RCA	5 days	W. Harrington
ELD	*WMGT	16	2x2		Gray	72	E. W. Pearson
FIELD	*WHYN-TV	16	2x2	3 1/4x4	GE	1 wk	Kendall Smith
TER	*WWLP	16	2x2	3 1/4x4	GE	72	W. L. Putman
	*WWOR-TV	16	2x2		Gray	1 wk	A. E. Gridley

MICHIGAN

DA	*WPAG-TV	16	2x2	3x4	Balop	1 wk	Edw. Baughn
Y	WNEM-TV	16		4x5	DuMont	72	Claud Mendell
	*CKLW-TV	16	2x2	3x4	Gray, Telop	48	J. E. Campeau
	*WJBK-TV	16&35	2x2	2 1/4x3	Belle Howell, GE	24	Bill Michaels
	*WWJ-TV	16	2x2	3x4	Selectro	72	Oper. Desk
	*WXYZ-TV	16&35	2x2		RCA	48	John F. Pival
AFIDS	*WOOD-TV	16	2x2	4x5	Telop	3 days	J. Dragomier
ZOO	*WKZO-TV	16	2x2		Gray	72	C. T. Lynch
	*WJIM-TV	16	2x2	3 1/2x5	RCA	7 days	R. E. Nason
	WTOM-TV	16	2x2		RCA	72	Ed Carson
	WKNX-TV	16	2x2		RCA	72	Wes Lambert
E CITY	WPBN-TV	16	2x2	3 1/4x4 1/2	RCA	72	John Anderson

MINNESOTA

	*KMMT	16		4x5	DuMont	3 days	T. Steensland
	*KDAL-TV	16	2x2		Gray	72	D. LeMasurier
ELIS	KEYD-TV	16	2x2	4x5	Gray	48	L. L. Whiting
EL	*WMIN-TV	16	2x2	4x5	Telop 11	78	F. M. Devaney
ER	*WTCN-TV	16	2x2	3 1/4x4	S&S, GE	48	Donald Kraatz
	*KROC-TV	16	2x2		RCA	48	G. D. Gentling

MISSISSIPPI

	*WJTV	16	2x2		Gray	48	Jay Scott
	WLBT	16	2x2		Gray	72	Fred L. Beard
	WSLI-TV	16	2x2		Selectro	3 days	O. Alexander
I	WTOK-TV	16	2x2			72	W. B. Crooks
MISSOURI							
OEAU	KFVS-TV	16	2x2			1 wk	O. C. Hirsch.
	*KOMU-TV	16	2x2 3 1/4x4	3 1/4x4	GE	72	Claude Ratliff

MISSOURI (continued)

	City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
	HANNIBAL	KHQ-A-TV	16	2x2		DuMont	48	John Debow
	JEFFERSON CITY	KRCG-TV	16	2x2		RCA	72	Betty Handy
	JOPLIN	KSWM-TV	16	2x2			1 wk	A. A. Harrison
	KANSAS CITY	*KCMO-TV	16	2x2	4x5	Gray	72	E. Hartenbauer
		*KMBC-TV	16	2x2	4x5	Gray	72	Ed Dennis
		*WOAF-TV	16	2x2	4x5	Gray	1 wk	E. M. Russo
	SPRINGFIELD	*KTTS-TV	16	2x2			48	Bob Burke

MONTANA

	BUTTE	*KXL-F-TV	16	2x2		Gray	96	Jim Mannin
	GREAT FALLS	*KFBB-TV	16	2x2	4x5	DuMont	48	LeRoy Stahl
	MISSOULA	*KGVO-TV	16	2x2		Holmes	48	A. J. Mosby

NEBRASKA

	KEARNEY	*KHOL-TV	16&35	2x2	3 1/4x4	GE	72	Jack Gilbert
	LINCOLN	*KOLN-TV	16	2x2		Gray	72	Paul Jensen
	OMAHA	KMTV	16	2x2	3x4	RCA		G. E. Harris
		*WOW-TV	16	2x2		RCA, GE	72	Fred Ebener

NEVADA

	LAS VEGAS	*KLAS-TV	16	2x2		Gray Telej.	48	Jas. A. Lilly
	RENO	*KZTV	16	2x2		RCA	48	Richard Colon

NEW HAMPSHIRE

	MANCHESTER	*WMUR-TV	16	2x2		S&S	24	N. Gittelson
	NEWARK	WATV	16	2x2	3x4	RCA	1 wk	I. Rosenhaus

NEW MEXICO

	ALBUQUERQUE	KGGM-TV	16	2x2		RCA	72	G. B. Morgan
		*KOAT-TV	16	2x2	3x4	DuMont	48	Ted L. Snider
		*KOB-TV	16	2x2		Selectro	48	Wayne Coy
	ROSWELL	KSWS-TV	16	2x2			48	P. B. McEvoy

NEW YORK

	ALBANY	WROW-TV	16	2x2		Selectro	1 wk	T. S. Murphy
		WTRI	16	2x2		Selectro, S&S	1 wk	Oper. Desk
	BINGHAMTON	*WNBF-TV	16	2x2		Gray	72	S. Ricciardelli
	BUFFALO	WBEN-TV	16	2x2		RCA	4 days	C. Thompson
		WBUF-TV	16	2x2	4x5	Gray	96	R. L. Brenner
		*WGR-TV	16	2x2		RCA	72	P. H. Curtis
	KINGSTON	*WKNY-TV	16	2x2		Gray	48	R. L. Sabin
	NEW YORK CITY	*WABC-TV	16	2x2		Gray	48	Daniel Norton
		WABD	16&35	2x2		DuMont, Acme Simplex	4 days	F. A. Wurster
		WCBS-TV	16&35		4x5	Gray	5 days	Robt. G. Patt
		WOR-TV	16&35	2x2	4x5	Gray	48	Chas. Phillips
		WPIX	16&35	2x2		RCA	5 days	Carol Levine
		*WRCA-TV	16&35		4x5	Gray		Hamilton Shea
	PLATTSBURG	WIRI	16	2x2	4x5	DuMont	48	Hal Wilson
	ROCHESTER	*WHAM-TV	16	3 1/4x4		GE		Charles Clerks
		*WHEC-TV	16	2x2		GE	72	L. C. Wheeler
		*WVET-TV	16	2x2	3x4	GE	1 wk	F. Taylor, Jr.
	SCHENECTADY	*WRGB	16	2x2		Selectro	1 wk	R. F. Reid

NEW YORK (continued)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	Contact
SYRACUSE	WHEN-TV	16	2x2		S&S	48	G. Alderman
	WSYR-TV	16	2x2	3 1/4x4	GE	48	Fred L. Gelger
UTICA	WKTV	16	2x2	3 1/4x4	Gray, GE		M. C. Fusco
WATERTOWN	WCNY-TV	16	2x2		GE		D. M. Graves

OREGON (continued)

City	Call letters	mm	Slides tr.	Slides op.	Projectors	Adv. for art work—hours	L
PORTLAND	*KOIN-TV	16	2x2	3 1/4x4	Selectro	48	Bob
	*KPTV	16	2x2		Selectro	48	George

NORTH CAROLINA

ASHEVILLE	WLOS-TV		2x2			72	Chas. B. Bratt
CHARLOTTE	*WBTV	16	2x2		Selectro	1 wk	Oper. Desk
OURHAM	*WTVO	16	2x2	3 1/4x5	DuMont	72	H. Duncan
GREENSBORO	WFMY-TV	16	2x2	4x5	DuMont	72	W. Baskerville
GREENVILLE	WNCT	16	2x2	3 1/4x3 1/2	Projectall	72	A. H. Campbell
WILMINGTTON	WMFD-TV	16	2x2	4x5		72	R. Dunlea, Sr.
WINSTON-SALEM	*WSJS-TV	16	2x2	3 1/4x1	GE	72	Harry Shaw

PENNSYLVANIA

ALLENTOWN	WFMZ-TV	16	2x2	4x5	DuMont	72	Mal
ALTOONA	*WFBG-TV	16	2x2		S&S	1 wk	Jar
BETHLEHEM	WLEV-TV	16	2x2	3 1/4x4	Balop	96	T.
EASTON	WGLV	216&35	2x2		RCA	3 days	Joy
ERIE	WICU-TV	35	2x2		Gray	72	Kai
	WSEE	16	2x2			72	Jac
HARRISBURG	WCMB-TV	16	2x2		Gray	48	Rob
	WHP-TV	16	2x2		Gray	3 days	A. H.
	WTPA	16	2x2		Gray	1 wk	D.
JOHNSTOWN	WARO-TV	16	2x2		Gray	48	Bill
	*WJAC-TV	16	2x2		Selectro	1 wk	Joh
PHILADELPHIA	*WCAU-TV	16	2x2		Gray	72	R. M.
	*WFIL-TV	16	2x2	3 1/4x4	GE	72	Job
	*WPTZ	16	2x2	2 1/4x3		72	Sat
PITTSBURGH	KOKA-TV	16	2x2	4x5	DuMont	72	L. C.
READING	*WEEU-TV	16	3 1/4x4	3 1/4x4	Bausch & Lomb, SE	72	T.
	*WHUM-TV	16	2x2		Selectro	72	Rol
SCRANTON	WARM-TV	16	2x2		Gpl	1 wk	Jay
	WGBI-TV	16	2x2		S&S	8	G.
	WTWU	16	2x2				Thos
WILKES-BARRE	*WILK-TV	16	2x2	3 1/4x4 1/2	Gray, GE	48	T.
YORK	WNOW-TV	16	2x2		Selectro	48	R.
	*WSBA-TV	16	2x2		S&S	24	Jim

OHIO

AKRON	WAKR-TV	16	2x2	4x5	Gray	48	B. M. Wright
ASHTABULA	WICA-TV	16	2x2		RCA	5 days	John Strasen
DINCINNATI	WCPO-TV	16	2x2	3x1	Golde	48	Glenn Miller
	WKRC-TV	16	2x2	3 1/4x1	Balop, GE	1 wk	George Rogers
	*WLW-T	16	2x2		Telejector, Selectro	48	J. E. Allen

RHODE ISLAND

PROVIDENCE	*WJAR-TV	16	2x2	4x5	S&S, Gray	2 wks	M.
	WNET-TV	16	2x2		Gpl	3 days	E. E.

SOUTH CAROLINA

ANOERSON	*WAIM-TV	16	2x2	3x4	Federal, Gray	72	Fish
CHARLESTON	*WCSC-TV	16	2x2		Gpl	72	Rob
COLUMBIA	*WCOS-TV	16	2x2		RCA	72	Steve
	*WIS-TV	16	2x2		RCA	72	Law
FLORENCE	WBTW	16	2x2	3 1/4x4	Projectall, RCA	1 wk	R. J.
GREENVILLE	WGVL-TV	16	2x2		RCA	48	Bill

OKLAHOMA

ENIO	KGEO-TV	16	2x2	4x5	RCA	72	George Streets
OKLAHOMA CITY	KMPT	16	2x2		DuMont	72	Bill McCormick
	KTVQ	16	2x2		GE	72	Ray Wilson
	*KWTW	16	2x2	1x5	RCA, Telop	Varies	Edgar T. Bell
	*WKY-TV	16	2x2		RCA	36	Oper. Desk

SOUTH DAKOTA

KELO-TV	16	2x2		RCA	72	Dave
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TENNESSEE

CHATTANOOGA	*WOEF-TV	16	2x2		Gray	72	OLIS
JACKSON	WOXI-TV	16	2x2	3 1/4x5	Balop	24	Jack
JOHNSON CITY	*WJHL-TV	16	2x2		Gpl	48	W. M. ter
KNOXVILLE	*WATE-TV	16	2x2		RCA	72	J. T.
	*WTSK-TV	16	2x2		RolyEFEX	72	BILL

OREGON

EUGENE	KVAL-TV	16	2x2		RCA	1 wk	Glen Nickell
MEDFORD	KBES-TV	16	2x2		Gpl	72	E. A. Faber

MEMPHIS	*WHBQ-TV	16	2x2		Projectall	48	Mark
	WMCT	16	2x2		RCA	48	Earl

TENNESSEE (continued)

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
NASHVILLE	WLAC-TV	16	2x2	4x5	Gray	48	Roy Smith
	*WSIX-TV	16	2x2		GE	72	Gene Tanner
	*WSM-TV	16	2x2		Projectall	2 days	Irvng Waugh

TEXAS

City	Call letters	mm	Slides		Projectors	Adv. for art work—hours	Contact
			tr.	op.			
KILLEEN	KRBC-TV	16		3 1/4 x 4	GE	1 wk	J. Mitchell, Jr.
	*KFOA-TV	16	2x2	4x5	Eastman	72	John Chappel
	*KGNC-TV	16	2x2	4x5	RCA, Telop	72	Bob Watson
	*KTBC-TV	16	2x2		S&S	7 days	Oper. Desk
	*KVVO-TV	16	2x2		RCA, Gray	72	Bob Williams
	*KRLO-TV	16		4x5		72	W. A. Roberts
	*WFAA-TV	16		4x5	Gray	72	Mike Shaprio
	*KTSM-TV	16	2x2	4x5	Gray	48	R. T. Chapman
	XEJ-TV	16&35	2x2	8x10		18	H. Gutierrez
	*WBAP-TV	16	2x2	4x5	RCA, Gray	3 days	Roy L. Bacus
BOSTON	KGUL-TV	16	2x2			1 wk	M. B. Johnson
	*KGBC-TV	16	2x2			48	Steve Roberts
	KTRK-TV	16	2x2		Dumont	2 days	Sarah Fritz
	KTVE	16	2x2		Holmes	48	A. J. Henry
	*KOUB-TV	16	2x2		DeVry	48	George Colle
	KTXL-TV	16	2x2		Dumont	72	J. H. Hubbard
	*KENS-TV	16	2x2		Telocaster	48	Wayne Kearn
	*WOAI-TV	16	2x2		Projectall	48	Ed Cheviot
	*KCEN-TV	16	2x2		RCA-Tild	72	Oper. Desk
	*KCMC-TV	16	2x2	2 1/4 x 2 1/4	Selectro.	48	Chas. E. Wade
OKLAHOMA CITY	KANG-TV	16	2x2		GE	18	Bob H. Walker
	KWTX-TV	16	2x2		RCA		M. N. Bostick
	KFOX-TV	16	2x2	4x5	RCA, Gray	48	Howard H. Fry
	KWFT-TV	16	2x2		Eastman		Kenyon Brown
	KUTV	16	2x2				
	KUTV	16	2x2		RCA	48	Alan Frank
	KUTV	16	2x2				
	KUTV	16	2x2				
	KUTV	16	2x2				
	KUTV	16	2x2				

UTAH

City	Call letters	mm	2x2		Gray	36	A. R. Richards
KUTV	16	2x2			RCA	48	Alan Frank

VERMONT

City	Call letters	mm	2x2		S&S	72	J. A. Dobson
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VIRGINIA

City	Call letters	mm	2x2		GE	72	H. C. Evans
CHARLOTTESVILLE	*WSVA-TV	16	2x2	4x5	GE	72	H. C. Evans
CHARLOTTESVILLE	*WLVA-TV	16	2x2		DeVry	72	J. Wright, Jr.
CHARLOTTESVILLE	WTAR-TV	16	2x2		Projectall	96	Edwin Gorby
CHARLOTTESVILLE	*WVEC-TV	16&35	2x2	3 1/4 x 1	Gray, GE	72	H. Brauer, Jr.
CHARLOTTESVILLE	*WTVR	16	2x2		Telejector	1 wk	W. M. Havens
CHARLOTTESVILLE	*WSLS-TV	16	2x2			72	H. Fitzpatrick

WASHINGTON

City	Call letters	mm	2x2		Gray	36	David Mintz
SEATTLE	*KING-TV	16	2x2	3 1/4 x 4	GE	48	Al Hunter
SEATTLE	*KOMO-TV	16	2x2	3 1/4 x 4	RCA, Bausch & Lomb	3 days	Tom Rogstad

WASHINGTON (continued)

City	Call letters	mm	2x2		Slides	op.	Projectors	Adv. for art work—hours	Contact
SPOKANE	*KHQ-TV	16	2x2				Selectro	72	C. Burmingham
TACOMA	*KREM-TV	16	2x2				Telejector	72	Paul Morris
TACOMA	*KXLY-TV	16	2x2				GE	72	A. DeVries
YAKIMA	*KTNT-TV	16	2x2	3 1/4 x 1			GE	48	B. W. Ormsky
YAKIMA	*KTVW	16	2x2				RCA	3 days	Tom Towey
YAKIMA	KIMA-TV	16	2x2				Selectro	72	Joe Ryan

WEST VIRGINIA

City	Call letters	mm	2x2		Slides	op.	Projectors	Adv. for art work—hours	Contact
CHARLESTON	*WCHS-TV	16	2x2	4x5	RCA, Gray			72	J. Sinclair, Jr.
HUNTINGTON	*WKNA-TV	16	2x2				Gray	72	W. S. Jackson
OAK HILL	*WSAZ-TV	16	2x2				RCA-TP-16B	48	Ellz. Conaty
PARKERSBURG	*WTAP	16	2x2				Gray	48	Jerry Burns
WHEELING	*WTRF-TV	16	2x2				Gray	48	H. N. Smith

WISCONSIN

City	Call letters	mm	2x2		Slides	op.	Projectors	Adv. for art work—hours	Contact
EAU CLAIRE	*WEAU-TV	16	2x2	3 1/4 x 1 1/2				48	Robert Trump
GREEN BAY	WBAY-TV	16	2x2				Projectall	72	Milt Gels
LA CROSSE	*WKBT	16	2x2	3x4	Gray, Tressel			72	Jay Frommert
MAISISON	*WKOW-TV	16	2x2	3x4	RCA			48	Richard Huff
MARINETTE	*WMTV	16	2x2		RCA			3 days	M. J. Wagner
MILWAUKEE	WCAN-TV	16	2x2				RCA	72	Lou Poller
MILWAUKEE	WTMJ-TV	16	2x2	4x5 1/2	Gray			2 wks	W. D. Palmer
MILWAUKEE	WTW	16	2x2				Selectro, RCA	48	Traffic Desk
MILWAUKEE	WXIX	16	2x2					48	T. F. Shaker
SUPERIOR	*WOSM-TV	16	2x2	3 1/4 x 1					E. W. Conrad
WARSAU	*WSAU-TV	16	2x2				RCA	72	Richard Dudley

HAWAII

City	Call letters	mm	2x2		Slides	op.	Projectors	Adv. for art work—hours	Contact
HONOLULU	KULA-TV	16	2x2	4x5	Dumont			1 wk	J. A. Burnett

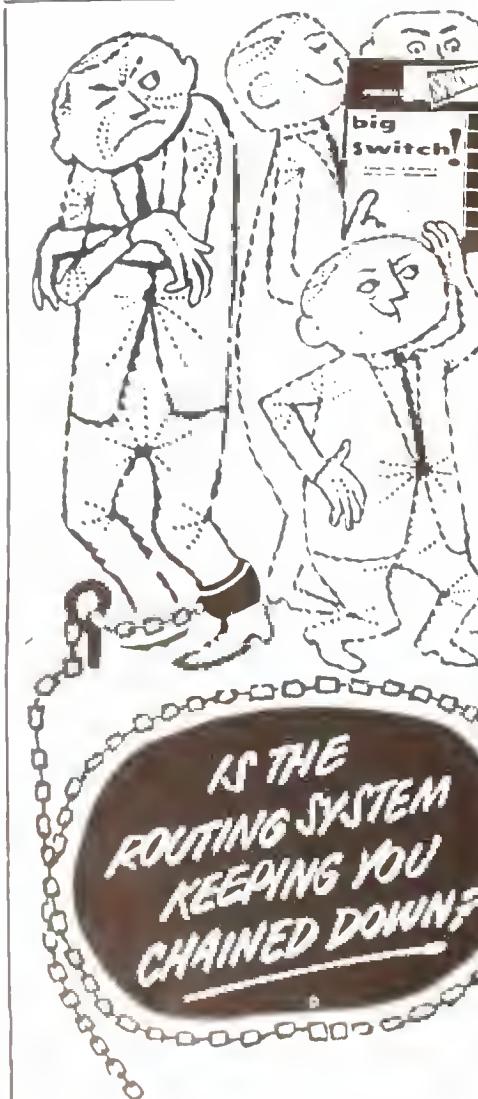
CANADA

City	Call letters	mm	2x2		Slides	op.	Projectors	Adv. for art work—hours	Contact
CALGARY, Alta.	CHCT-TV	16	2x2				Telejector, Balop	48	J. H. Battison
EDMONTON, Alta.	CFRN-TV	16	2x2						Sid Lancaster
MONCTON, N. B.	CKCW-TV	16	2x2						48
ST. JOHN, N. B.	CHSJ-TV	16&35	2x2						48
SYDNEY, N. S.	CJCB-TV	16	2x2						48
KINGSTON, Ont.	CKWS-TV	16	2x2						48
KITCHENER, Ont.	CKCO-TV	16	2x2	3x1	Selectro, GE			72	Bruce Lawson
LONDON, Ont.	CFPL-TV	16	2x2				Gray	72	Tom Bird
PT. ARTHUR, Ont.	CFPA-TV	16	2x2				RCA	72	R. H. Parker
SUDBURY, Ont.	CKSO-TV	16	2x2				RCA	72	W. J. Woodill
MONTREAL, Que.	CBMT	16	2x2				</		

1955 BUYERS' GUIDE

ADVERTISERS

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KANV	95	KXJB-TV	120	WPAL	49
KBIS	103	KXLA	81	WQXR	70
KCJB-TV	119	WBAM	BC	WRBC	96
KCOR	87	WBAY	112	WREX-TV	129
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KGER	105	WHAK	33	XEJ	52
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Firm _____

Address _____

City _____ State _____

home office

FARM TV

(Continued from page 129)

WHEELING

WTRF-TV....1/2 hr weekly—extension, Universities W. Va. & Ohio

WISCONSIN

GREEN BAY

*WBAY-TV....3 hrs weekly—news, markets feature

LA CROSSE

WKBT....1 hr weekly—market news

MADISON

WMTV....2 hrs weekly—county agents, program, farm news, weather

MARINETTE

WMBV-TV....2 hrs weekly—extension, markets

CANADA

KITCHENER, ONTARIO

CKCO-TV....5 hrs weekly—extensions

LONDON, ONTARIO

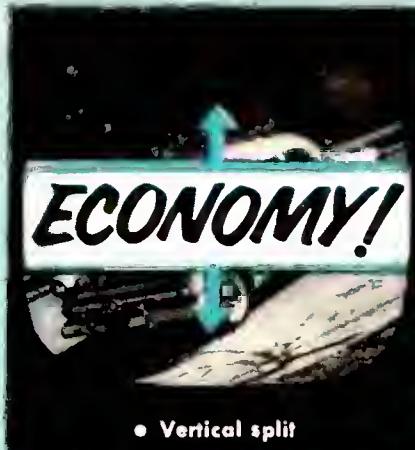
*CFPL-TV....1/2 hr weekly—news of farm events, extension features, markets

MONTREAL, QUEBEC

CBMT....1/2 hr weekly



• Horizontal wipe



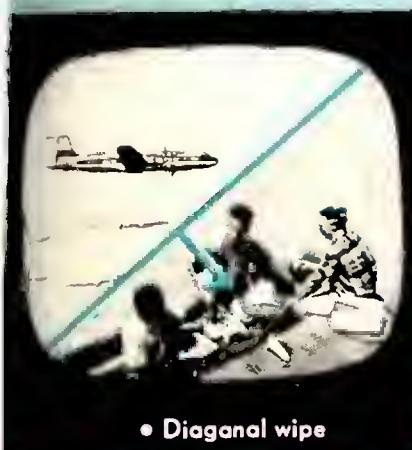
• Vertical split



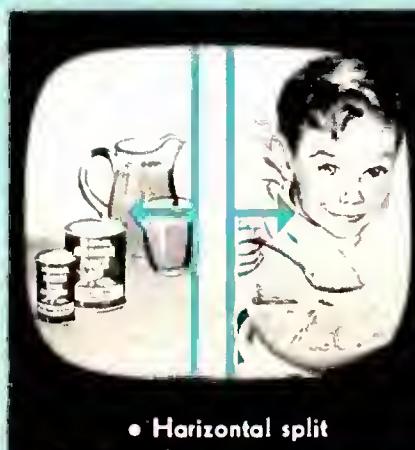
• Vertical wipe



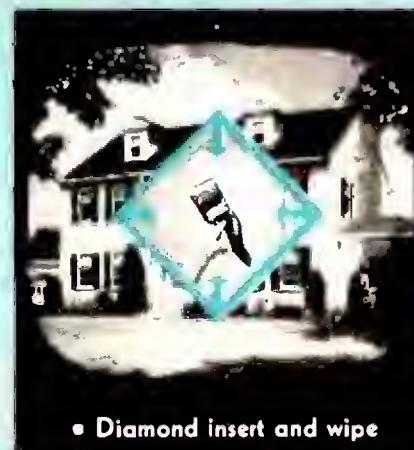
• Vertical wedge wipe



• Diagonal wipe



• Horizontal split



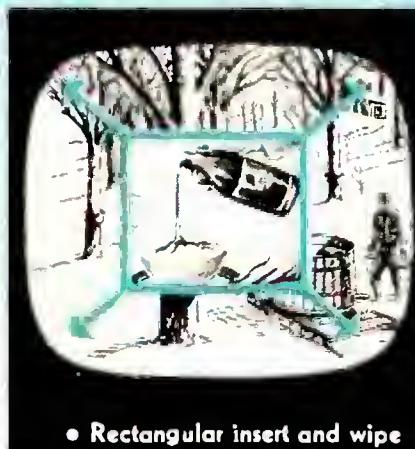
• Diamond insert and wipe



• Controllable corner insert



• Horizontal wedge wipe



• Rectangular insert and wipe



• Controllable corner insert



• Optional special effect

12 ways to present your "commercial"

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown left) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.

← RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.



RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION

CAMDEN, N. J.



A gentleman never comments on the obvious. they say, but this unhappy tableau provokes our sympathy. This typically harassed advertising executive, you see, is perplexed by a maze of contradictory audience surveys from Alabama. What he so obviously needs is to have his attention directed to the obvious. The obvious fact is, of course, that Alabama is the world's easiest market to buy. This is because of its two *great* fifty kilowatt stations, WVOK in Birmingham and WBAM in Montgomery. These twin fifties, if we may flirt with an ordinance pun, deliver the entire state with economy, with a four-state bonus audience, with unexcelled merchandising assistance, and with sales impact that is already legendary. Surely some friend will soon tell him; or the truth will dawn spontaneously on him as it has on so many others. The obvious is hard to ignore.